

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1
Ex892T
reserve

3
Ten Years of

VISUAL AIDS

in the

EXTENSION SERVICE

Review

U.S. DEPARTMENT OF AGRICULTURE

EXTENSION SERVICE

30 Washington, D.C.

UNITED STATES
DEPARTMENT OF AGRICULTURE
LIBRARY



Reserve

BOOK NUMBER 1
801905 Ex892T

Movies



BLOSSOM FORTH THE FRUIT



They Can Take It With Them

J. A. EVANS, Extension Entomologist, New York

■ At the conclusion of a fruit growers' meeting in up-State New York several years ago, a member of the audience came up to me and said: "The meeting was highly instructive and very interesting, but I am afraid that so much information has been given that little of it will be retained in the minds of most growers by the time they get home. In other words, they can hold it for a short time, but they cannot take it with them."

The growing of quality apples has become a complicated business, and in our efforts to supply the grower with all the essentials for mastering the maze of problems involved there is great danger, particularly at meetings with a large attendance, that little information of a specific nature may be retained by the farmer after he leaves the meeting.

With this in mind, we thought of the old oriental proverb that "what is registered in the eye is not forgotten"; and last year we developed the movie, *Blossom Forth the Fruit*, a story of apple growing in 1,200 feet of 16-millimeter color film. All the major operations that make for the production of quality fruit are shown—pruning, disposal of brush, mixing and applying spray materials, fertilization and other cultural practices, application of hormone sprays to prevent preharvest drop, harvesting, grading, packing, Government inspection service, storage, and movement to market.

Although the film covers the whole range of orchard operations, the major portion of it is devoted to the problem of protecting the crop from insect and disease damage. All the important apple pests and their injuries are shown in remarkably clear close-ups. As an example, one shot shows three aphids "blown up" to such size that they occupy almost the entire screen; and it is easy to distinguish the rosy aphids from the green aphids by the difference in length of the cornicles or "honey tubes" on the backs of the insects.

Just enough captions have been employed to make the film understandable to audiences having many different interests. In addition, each shot runs long enough to permit the telling of a more complete story by the person showing the film. One of the notable features of the film is the showing of a series of shots illustrating the part the Extension Service, experiment stations, Weather Bureau, and other agencies play in the administration of the Fruit Spray Information Service in New York State.

An idea of the wide usage to which the film has been put can be gleaned from a survey of the different types of meetings at which the film has been shown during the past year, such as: State horticultural society sessions, Farm Bureau fruit growers' meetings, county

agent training schools, conferences of insecticide and fungicide manufacturers, classes and seminars at the college of agriculture, Grange meetings, women's garden club groups, high-school classes, and national scientific society meetings.

The excellent photography of the film was accomplished by William R. Hutchinson, amateur photographer, Newburgh, N. Y., who has been doing 16-millimeter work for more than 12 years. Technical assistance on subject matter, continuity, and general development of the nonphotographic technique was given by the extension entomologist and John Van Geluwe, assistant county agricultural agent of Orange County, where most of the various shots were taken. *Blossom Forth the Fruit* was shown at practically every meeting attended by the extension entomologist last winter; in fact, it was impossible to fill all of the requests for showings received from the various organizations and groups throughout the State. In addition, when the film was not in use by the extension entomologist it was "on the road" being shown by other individuals. In spite of the numerous showings throughout the State, the film is still in excellent condition and will see active service again this coming winter, judging from the large number of bookings that already have been arranged.

After our experience with *Blossom Forth the Fruit* we are firmly convinced that color movies are one of the best educational guarantees that farmers can come to our meetings for specific knowledge and that when they leave the meeting and start for home "they can take it with them."

Prefers Still Pictures

We have had a 16-millimeter moving picture projector and a movie camera for nearly 2½ years. During this time we have attempted to take moving pictures of some of our demonstrations such as woodlot improvement, thornapple tree elimination, tours, and cultural and marketing practices that would be of interest to growers. Our experience with the moving picture camera has not been generally too satisfactory since it is difficult to find time to organize a series of pictures that will be closely correlated and bring out points of our program that are of importance. The original plan of taking pictures here and there, hit or miss, has not met with much success.

We have had no experience in making up slides but do have cuts made from pictures taken locally. We feel that what we have done in this respect has been more successful and means somewhat more than the moving picture.—Nelson F. Mansfield, county agent, Oswego County, N. Y.

Moving Pictures Widen the Scope

G. T. KLEIN, Extension Poultry Husbandman, Massachusetts



New Visual Specialist

Don Bennett has been appointed extension visual specialist with the Federal Extension Service.

Mr. Bennett's experience includes work with several visual production and advertising agencies, teaching photography at the New York Institute of Photography for 4 years, directing motion pictures in the Motion Picture Section of the Department of Agriculture for 4 years, and editing Photonews, a weekly magazine for amateur photographers, for a year.

While with the Motion Picture Section, Mr. Bennett directed the international prize-winning picture, *Poultry—A Billion Dollar Industry*, which won the first award at Rome, Italy, in 1940 at the International Institute of Agriculture and which was adjudged the best educational film of the year.

He is also a director of the Photographic Society of America, an organizer and leader in the Washington Camera Council, and is in closest contact with the newer commercial developments in the photographic and visual teaching fields.

Mr. Bennett's services will be available to State extension workers through extension editors and visual specialists in developing State visual programs, holding training schools in local production and use of visual material, and ascertaining field needs for visual aids.

■ Because of the expanding use of 2- by 2-inch color slides among extension field workers, the Visual Instruction Section has prepared a semitechnical bulletin on the preparation of monochrome slides bearing graphs, charts, titles, and similar matter. Full directions for the photographing and duplication of such slides are included. Ask for Titles and Graphs for Color-Slide Series.

■ Through movies we can meet with thousands of people who have little contact with extension work. These people are interested in agriculture in a passing way and are eager to know more about it, but whatever information they receive must be presented in a simple and pleasing way. We can at the same time assist commodity groups in presenting to the public facts about their products. We can help to promote them; and, if we are a bit careful in planning the movies, we can include subject matter very helpful to producers.

For 5 years or more we have given considerable attention to the production of movies here at Massachusetts State College. Our first efforts were in black and white; but, with the improvement of color film and some slight reduction in cost, we now use color film exclusively. The movies are not more than 30 minutes in length, and we prefer to hold them to 800 feet or 25 minutes showing time. They always carry sufficient titles so that one from the college need not accompany them. All films on poultry subjects are on 16-millimeter silent stock.

The films cover such subjects as eggs in *Give the Fresh Eggs a Break*; poultry meat, *Your Chicken Dinner in the Making*; turkeys, *Tom Turkey Tells His Story*; ducks, *Bay State Ducklings*; and subject-matter films such as *Applied Poultry Breeding and Poultry Housing and Equipment*.

We make an effort to tell briefly the story of the production of the product in Massachusetts. This is followed by the marketing of the product and ways of using it. Woven into the story are bits of fall color or historical background that is pertinent to the subject. In the film of *Tom Turkey Tells His Story* there was an excellent chance to review the first Thanksgiving held in Plymouth Colony as a setting for the picture.

A new film is planned a year ahead of time, and as I travel about the State on regular work, shots that can be used to tell some phase of the story are photographed. For difficult work, Prof. Rollin H. Barrett accompanies me and uses the more expensive equipment owned by the college. Professor Barrett is in our farm management department but has had wide experience with movies, and his farm management training is very helpful. When all the photographic work is completed, the scenes are reviewed, listed, and suitable titles written. These are made in Boston, and we work them into our movie at the proper place.

The cost of titles and film does not exceed \$100 for a movie. Often there are groups such as the New England Fresh Egg Institute that have copies made at a cost of

10 cents a foot. Although a large part of the funds are from the Extension Service, the State department of agriculture has assisted in financing some movies; and funds from the World's Poultry Congress activities as well as contributions from State commodity groups have gone into the production of some films.

The audience for our films is a rather comprehensive group. Our State is highly organized with county poultry associations and a State Federation of Poultry Associations. New films are quickly booked by these organizations and schools, granges, farmers' clubs, and women's clubs.

A film in the hands of the extension secretary at the college and a copy in the hands of the New England Fresh Egg Institute will be used about 100 times during the first year and before a total of 10,000 persons. It has been difficult to book the films for use in the various counties more frequently than an average of once a week. Though we have no department of visual education, the films are checked by the Extension Service after each showing. Breaks are repaired, and moisture is added when the film becomes too dry. We have freely lent our films to other States when they were requested dates not in use here.

Conservation Film Travels

Almost continuous use of 10 copies of a new motion picture entitled "*Agricultural Conservation in Michigan*" is following completion by James A. Porter, soils specialist, who was lent by Michigan State College to serve on the Michigan Agricultural Conservation Committee.

The 29-minute picture, arranged with a narrative, was devised through a cooperative sponsorship. This involves the State agricultural conservation committee, the Michigan State Department of Conservation, Michigan State College Extension Service, county associations in the AAA the North Central States regional office of the AAA, and the United States Department of Agriculture in Washington.

Construction of the film was begun June 15 when a 16-millimeter camera arrived as a loan from the regional offices. Subsequently, about 1,300 feet of film provided picture high lights from all sections of the State.

Mr. Porter and the men with whom he

EYE CATCHERS WILL

HELP FARM PEOPLE understand defense problems and necessary adjustments.

REACH RURAL FOLKS in all income levels with motion pictures, film strips, charts, and posters.

TELL THE STORY of better nutrition for strong bodies and endurance.

FILM STRIPS—

New defense and regional adjustment film strips, prepared by the Bureau of Agricultural Economics and the Extension Service—

Series 605. Defense and the Farming South. 38 frames.

Series 606. Defense and the Northern Dairy Region. 38 frames.

Series 607. Defense and the Farming West. 31 frames.

Series 608. Defense and the Corn Belt. 38 frames.

These strips may be purchased in single frame at 50 cents, and double frame at \$1.

MOTION PICTURES—

Plows, Planes, and Peace. (Agriculture in defense.)

For Health and Happiness. (A color film on child nutrition.)

Farmers in a Changing World. (Agriculture in defense.)

POSTERS—

Make America Strong—A set of 13 posters showing necessity of proper nutrition. Size, 20 by 25 inches. —75 cents per set.

Agriculture and the Americas—G-105. A poster visualizing the agriculture and geography of the Western Hemisphere.

These national materials, supplemented by your own locally developed materials, would provide a well-balanced visual program in support of defense activities in your county.

EXTENSION SERVICE

U. S. DEPARTMENT OF AGRICULTURE

DEFENSE

the Farming West



Defense on the military front.



Defense on the farm front.



Stabilizing beef—cattle numbers seems advisable.



-- better nutrition and health levels.

Pictures County 4-H Activities

GEORGE ALLEN, County Club Agent, Windsor County, Vt.

■ A silent 16-millimeter moving picture is helping to tell the story of 4-H Club work in Windsor County, Vt. The movie presents a complete picture of county 4-H Club activities for 1940 and makes the many people who have seen it realize just what club work is doing.

The idea took root back in the summer of 1939 when a friend gave a 16-millimeter silent moving picture projector to the 4-H Clubs in Windsor and Orange Counties. A moving picture camera was needed, and we thought of the 4-H Club fund which we were saving for 4-H Club promotion work. This fund was built up from receipts from food booths at field days and prizes for county exhibits. The fund proved sufficient and the camera was bought.

Several county 4-H Club events were pictured in 1939 to try out the new camera. Some small reels were taken in black and white and others were taken in color. These were shown throughout the county during the fall and winter. The colored pictures received so much favorable comment that we decided to specialize on color pictures. Only about 30 feet of this film, costing \$1.89, has been discarded because of duplication.

Approximately 640 feet of film has now been taken to represent all the county and State activities of Windsor County 4-H Club members and leaders during this past year. All the pictures taken this year have been included in the movie except for 10 to 15 feet taken out during the editing and splicing. County "days" in the major projects, county camp, State 4-H week, the State 4-H dairy judging contest, county demonstrations, State 4-H homemaking day, the Hartland Fair, round-up, and home visits have been pictured.

The picture is built around personalities and activities in Windsor County 4-H Club work, and connected scenes are included so that the film does not become monotonous. Such scenes as meeting places, a boat ride taken during State 4-H week, and scenes at county camp bring pictures of nature to the screen which interest all.

The only equipment purchased were the camera, several 400-foot reels, 650 feet of film, and a 90-cent splicing outfit. Title scenes of road signs, camp signs, a 4-H banner, and 4-H display board signs, are used to label different sections. The expense for this work seems small compared to the use which has been made of the pictures. The agent's annual report of club work was given in connection with the showing of the picture at the annual County Farm Bureau meeting last fall.

Some of the pictures were shown in 15 different communities throughout the county at combined 4-H achievement programs.

Those attending the annual county 4-H round-up last year knew that the pictures taken there would be reviewed this fall, and so were anxious to attend. From the parade pictures, members and leaders were able to get ideas about dressing up the round-up parade, which were used effectively in this year's parade. Just before the round-up a service club which gave cash awards for the



4-H parade learned more about club work through the movies shown at one of their weekly luncheons.

Pictures on dairy judging and showmanship have been used to give dairy members pointers on these two subjects. As the projector is built so that the moving pictures can be stopped on an individual picture, a discussion of any one picture can be held in connection with the showing. This is particularly useful in dress revue pictures.

The picture will be used to interest new members, leaders, and parents in club work throughout the county in 1941. It will also be shown whenever there is a chance to spread the word of club work.

The office was set up at the request of the heads of all the land-use agencies of the Department—the Agricultural Adjustment Administration, the Soil Conservation Service, the Farm Security Administration, and the Forest Service. A staff agency, its function is to assist the Secretary in directing toward common goals the work of all these and other Department agencies which deal with land use and in correlating the land use work of the Department with that of other Government agencies. The head of this office, the Land Use Coordinator, serves as chairman of the Department's Program Board and as a member of the Administrative Council of the Department.

Mr. Eisenhower has been in the Department service for nearly 15 years. He joined the staff of the Office of Information early in 1926 and later in the same year he became assistant to the Secretary of Agriculture. In 1928 he was made Director of Information. He is a native of Kansas, a graduate of the Kansas State College of Agriculture. He has worked on newspapers in his native State, and before coming into the Department of Agriculture was in the United States Foreign Service as vice consul at Edinburgh, Scotland.

Morse Salisbury succeeds Milton S. Eisenhower as Director of Information for the Department of Agriculture.

The appointment promotes Mr. Salisbury from the post of associate director of information, which he has held since December 1938. Previously he had served for nearly 10 years as chief of radio service for the Department. He took the radio job in February 1928.

The new Director of Information was born in Cerro Gordo County, Iowa, and was reared at El Dorado, Kans. He is a graduate of the Kansas State Agricultural College. He worked on newspapers in Kansas, was a member of the journalism staff of his alma mater, and at the time of his appointment to the Department was manager of the University Press Bureau and instructor in journalism at the University of Wisconsin.

MARCH 1941

County Motion Pictures

Sixteen county agricultural extension associations in Pennsylvania have reels of 16-mm. local motion picture, and seven additional counties have partial reels. Most of this film is in color. Ten county agents have motion-picture cameras. Activities of 4-H Clubs, especially their round-ups, are filmed more than any other class of extension activities. Tours, field meetings, livestock extension projects, and method demonstrations comprised the next most popular type of subjects photographed in motion pictures. General agriculture of the county is the basic theme of four of these films. Every county which has local movie film also is developing a set of 2-by-2-inch color slides of extension work. In some counties movies were developed first and then the slides, but in most counties the slides came first. The conclusion drawn from observation to date indicates that as visual aids the local movie film and slides are complementary, not competitive.—*George F. Johnson, specialist in visual instruction, Pennsylvania.*

January 1941

Motion-Picture Studies

Five new studies on the use of motion pictures in classrooms have been issued by the American Council on Education. Motion Pictures in a Modern Curriculum is a study of the use of films in all grades of the Santa Barbara, Calif., schools. Students Make Motion Pictures is a report on film production in the Denver, Colo., schools. A School Uses Motion Pictures reports on the use of films in the Tower Hill School at Wilmington, Del., and Films on War and American Policy analyzes the films about war that have been recently released. Projecting Motion Pictures in the Classroom reports the devices used in Santa Barbara schools to darken the rooms, obtain the most desirable projection conditions, and training for student-operators.

Dealing with grade-school problems as they do, these studies reflect little of value in extension work, particularly with adults. They reiterate the advantages of visual aids in teaching, although restricted to motion pictures with some mention of other projection forms.

December 1941

Making a Conservation Motion Picture

Ormann R. Keyser, county agent of Stark County, Ohio, made a two-reel (800 feet), 16-millimeter motion picture, mostly in natural color, entitled "Save the Soil for Son," to help him show the farmers of his county the problem of erosion. Mr. Keyser says: "If, through the use of this picture, along with our discussions on soil erosion and its control, we get 50 farmers to do something definite to control erosion, we shall feel that the expense of the film will have been justified." On 23 farms, totaling 2,400 acres, strip or contour farming was practiced during 1939.

Following the title, the picture opens with the subtitle, "Rain, Friend and Enemy of the Farm." A number of pictures of pelting rain follow the subtitle. They are long shots, medium shots, and close-ups and show the very beginnings of erosion, both the common gully-ing sort and the more deceptive sheet erosion. Special attention is directed to sheet erosion, the hardest form to recognize, yet the most persistent in its destructive results. These results are portrayed in the pathetic local scenes of abandoned farms, denuded hillsides, and tumble-down buildings built on and from the surrounding acres that were once wonderfully productive.

Then appears a second subtitle, "Friend in Bringing the Life-giving Moisture to Growing Crops." Following this subtitle are pictures of various crops in excellent growing condition, all local and all taken in bright sunshine.

APRIL 1940

Motion Pictures Aid Extension Workers

**OLIVER JOHNSON, Assistant County Agricultural Agent,
Ten Upper Monongahela Valley Counties, West Virginia**

■ During the 3-year period from September 1936 to December 1939, motion pictures on various phases of agricultural extension work and related agricultural activities, carried visual messages to 88,870 farm people in the 10 Upper Monongahela Valley counties of West Virginia. During 1939 motion pictures were shown at 254 extension meetings in the 10 counties with an average attendance of 107.3.

This program in the use of motion pictures, supplementing other extension teaching activities with visual motivation and inspiration, is the result of the vision of the agricultural committee of the Upper Monongahela Valley Association and its desire to contribute to the development of agriculture in the area. Members of the committee met with the administrative officials of the Agricultural Extension Service and agreed to provide a truck equipped with a 16-millimeter sound motion-picture projector, daylight screens, and an electric generator, making it possible to show the pictures anywhere the truck can be driven either for indoor or outdoor gatherings, provided the Extension Service would take charge of it and furnish a person to operate it. I was employed by the Extension Service to do this work. The equipment also includes a microphone and public address system.

As indicated in the preceding paragraph, the administration of the program is in the hands of the Extension Service with the Valley Association providing the equipment as its contribution to the program. At the time the program was launched, county agricultural agents were in the midst of a rapidly expanding program, necessitating many meetings in order to explain various phases of the different new activities brought about as a result of the agricultural conservation program, Soil Conservation Service, Farm Security Administration, and various other action agencies. Already farm people had begun to show evidence of losing interest in attending meetings.

The use of sound movies in connection with the meetings not only kept the folks who ordinarily were reached by meetings attending, but also served to interest and bring out many persons who seldom attended meetings. The pictures also presented the ideas in a manner more easily understood and stimulated thinking, giving the extension workers concrete talking points about things in which a definite interest had been aroused. The use of the pictures also enabled the extension workers to introduce their program into communities that had not been reached previously.

In one county a comparison was made of attendance records at farm meetings in 19 communities with and without motion pictures.

The results showed an increased attendance of 327 percent due to the use of the pictures, indicating that from the standpoint of attendance alone their use was justified. It should be pointed out, however, that while the showing of suitable motion pictures provides a stimulus for activity, the results achieved will depend largely on follow-up work after the picture has faded from the screen. The showing of motion pictures alone will not result in the desired activities, and used indiscriminately without careful planning motion pictures may prove to be detrimental rather than helpful.

Local Films Are Most Effective

While any carefully selected picture related to the program to be given consideration is helpful, results indicated conclusively that more interest resulted from the showing of films made locally. A film on Poultry Flock Management produced under the supervision of the extension poultryman in the State and used in connection with community meetings in the area, proved to be particularly effective especially wherever any of the persons shown in the picture happened to be known by someone in the audience. The pointing out that the housing, sanitation, feeding, and marketing activities shown in the picture were those of farmers in the area who are making a success of poultry in communities where they were not personally known added much to the educational value of the picture.

Likewise, local films on the beef cow and calf program in West Virginia, on the extension sheep program, and of the State dairy show proved to be particularly helpful in connection with the respective programs. Although West Virginia's State 4-H Camp at Jackson's Mill is outstanding in character and has received much national recognition, yet many farm families did not know about the cultural and citizenship training for rural youth and educational values for farm men and women provided by the camp until they saw a film made during various camps one summer. This story was taken visually into 95 communities during 1939.

Program Is Planned Well in Advance

The program for the use of motion pictures in the 10-county area is outlined to follow seasonal activities in agriculture. In the early spring, for example, films are scheduled on poultry and livestock work because the people are interested in baby chicks and the care of new-born pigs, calves, and lambs at that time.

After the State extension specialists have outlined their programs for the coming year they are consulted as to what they wish to have emphasized in the area during the year. Also, during the first part of January a visit is made to the offices of all the county extension workers in the area, at which time their plans for the coming year are reviewed and



Filming "Power and the Land"

they are advised as to available films suitable for emphasizing the subjects in which they are interested. At this time arrangements are made for having the equipment available at the meetings where it would be most helpful.

Thus a schedule for practically the entire year is worked out at the beginning, and frequently dates for the showing of certain films are scheduled as much as a full year in advance. By this procedure it is possible to frequently use the same picture in a number of counties within a period of a few days, and as we have to depend largely upon the use of free films available from the United States Department of Agriculture and other educational services, it is imperative that reservations be made from 3 to 6 months in advance.

In addition to the use of sound motion pictures for meetings in rural communities, they are also being used to good advantage in developing good public relations with townspeople, many of whom are frequently more or less confused to know what the problems of the farmer are and to understand the various programs that are being promoted to help him. Showing of suitable pictures in meetings of civic clubs and other urban gatherings helps to clear up misconceptions and gives urban people a greater interest in their rural neighbors.

Much is yet to be learned as to the most efficient procedures in using motion pictures in agricultural extension work, but the potential possibilities in pictorial representation of approved farm and home practices, in stimulating thinking, and in influencing attitudes have been practically untouched.

December 1940



■ Power and the Land, the new rural electrification motion picture, is a story of successful democracy. Here is a case history of how one farm community, through cooperation, obtained electricity for itself, just as 670 other groups comprising 600,000 families have done over the past 5 years.

Nevertheless, there are still three out of four farms without electricity in the United States. These farm communities want electric power; sometimes they do not know how to get it.

Early in 1939, work began on a rural electrification motion picture to show exactly what electrification means to the average farm family. The cast consists of the Parkinson family, and their neighbors, all members of the Belmont Electric Cooperative of St. Clairsville, Ohio. These are real farm people. They had never acted before; in fact, they do not act now. But they believe in rural electrification, and the camera records their response in a far more genuine manner than professional actors could do. They want other people to know the benefits of power on the farm.

So the Parkinsons and their Belmont County neighbors and R. W. Lang, the county agent, work together for electricity. With borrowed REA funds they organize a cooperative unit, and over 500 miles of line to serve nearly 2,000 families are constructed. There are no profits. Power is purchased wholesale from a utility and sold to the farmers at cost.

Joris Ivens, internationally known director; Stephen Vincent Benet, American poet; and composer Douglas Moore, who has frequently collaborated with Benet, have produced a

superbly integrated film in Power and the Land. The simple story is photographed with distinction, and together with the Benet commentary and an unusual musical score, the picture becomes an unexpectedly thrilling and moving human document.

The first public showing of Power and the Land was held back at St. Clairsville among the Belmont County people who made it. They looked at their work and found it good. Later, the New York critics saw the film and they also praised it. The executives of RKO Radio Pictures saw the film and thought it should be distributed to millions of moviegoers. They made arrangements with REA and the Department of Agriculture to use RKO facilities to distribute Power and the Land to regular theaters free of film rental. Persons desiring to see the film may advise their local theater manager to get in touch with the nearest RKO Exchange. Prints will be supplied without charge. Copies of this motion picture will not be available for distribution by the Department of Agriculture at present.

DECEMBER 1940

Agents Testify for Motion Pictures

EXPERIENCES AS SHOWN IN ANNUAL REPORTS

Local Flora

■ The best help I have had in carrying out my work has been the use of three reels of colored motion pictures of annual and perennial flowers, trees, shrubs, vines, and water garden scenes which have been made in various communities in this State. I have spent 4 years in assembling this motion picture material, but it has been usable from the very beginning. The pictures cover the hardier types of plants suitable for landscape gardening. Four hundred feet of additional film were made last year.—*Harvey F. Tate, extension horticulturist, Arizona.*

Cotton Practices

Two reels of motion pictures on growing cover crops in Madera County cotton fields were shown at practically all the farm center meetings in the county. A mass meeting of 250 cotton growers in the county at the annual meeting of the cotton department of the California Farm Bureau Federation found the pictures helpful. A local Rotary Club also saw them.

Another film showing the results of treating seed with Ceresan dust was popular with cotton growers. The benefits of such treatment have been demonstrated at the United States Cotton Station at Shafter and in field trials in many ranches in California, two of which are in Madera County. Motion pictures of these tests were taken. In my opinion these pictures are an effective method of extension teaching.—*E. L. Garthwaite, county agent, Madera County, Calif.*

Increases Youth Attendance

We have streamlined our rural youth and community programs by the use of a newly purchased sound motion-picture machine. By using motion pictures as a part of the program in these meetings, we have been able to increase the attendance from 30 to 75 percent.—*Ray H. Roll, county agent, Gallatin County, Ill.*

Three Reels on Clothes

The Family Spruces Up is a 1,200-foot three-reel movie worked out to aid in extending clothing programs beyond the physical limits of the specialist. Two copies are in constant circulation. Eight counties used this as a part of organized project programs with 70 groups, 4,825 men and women attending. It was used for many single meetings by organizations and by 4-H Club leaders. Other States borrowing the picture are Rhode Island, New

Hampshire, Vermont, New York, New Jersey, Maryland, Ohio, and South Dakota.

The movie was shown 20 times out of State to 2,989 people, in all it was used by 90 groups and seen by 7,812 persons. The picture shows problems in the care of clothing, sewing equipment, and how one family solved their clothing problems. It is also a good movie on family relationships.—*Mrs. Esther Cooley Page, clothing specialist, Massachusetts.*

On Cricket Control

The mormon cricket control motion picture film made last year in natural color was shown in 14 counties where infestation was expected this year. It is estimated that about 1,700 people saw the film—or the key people in the areas of infestation. Reports from the field indicated that this film probably was the most effective means yet used in cricket control educational work.—*Louis G. True, publications specialist, Montana.*

Financing the Picture

Through the cooperation of Forest Hall, county agricultural agent in Hancock County, the Sportsman's Club suggested they would like to do something for the county that would include the broader phases of conservation. Plans were developed for a motion picture which would portray conservation activities and agencies in the county to be financed by the Sportsman's Club. The State agricultural engineering department cooperated in providing technical information and in taking the pictures. As a result, the program of the club broadened to include all types of conservation and to emphasize farm relationships. The film was shown in each community in the county and at a meeting of the Outdoor Club to more than 500 people.—*R. D. Barden, extension agricultural engineer, Ohio.*

Working With Cooperatives

A colored motion-picture film of cutting and cooking methods of meat preparation was made in cooperation with the home economics extension department and the Equity Cooperative Livestock Sales Association at the Milwaukee Stockyards. The cooperative has a membership of 40,000 farmers and handles about one-third of the livestock on the Milwaukee market. They are using the picture extensively in their educational work. A similar motion picture on lamb carcass cutting and cookery is under way for the Wisconsin Cooperative Wool Growers Association.—*James Lacey, meat animal improvement specialist, Wisconsin.*

Boosting the Home Place

A feature picture designed to build a greater community was made in Decatur County, Ga. Scenes of the Decatur 4-H Club Camp, 4-H recreation programs, the celebration of the twenty-fifth anniversary of extension work and other extension activities, were shown in color as well as the activity of students in the county schools. It is being shown in the high schools of the county and at many community meetings.—*Edna C. Bishop, home demonstration agent, Decatur County, Ga.*

A Camera Enthusiast

I have worked with photography since 1914—movies since 1935. I have always done my own developing and printing of black and white pictures. I have found still pictures useful for reports, and for instruction of small groups. Sometimes I send members pictures of their projects to encourage them. The press will also use good still pictures.

Now I am more apt to take movies, with color film 95 percent of the time. I have probably a mile of film (two-thirds color) on club work in the county. Much of it had to be taken "catch as catch can," but it has appeal, particularly when local people are in it. In addition, I have 3,200 feet in color on a western trip and the Panama Canal, 1,600 feet on both world's fairs, and 800 feet on the Gaspé. I have used most of this at our county dairy club, spring rally, or achievement day, and at local club meetings. I own all equipment and our executive committee contributes \$20 a year for films, which I often supplement.

In addition to movie equipment I use a miniature camera for color transparencies. I have not used this as much as I anticipated for club work, but know that it has vast possibilities for instructing club and farm audiences. One big item in favor of the small slides is that they can be made in color for about 12 cents each (assuming a perfect batting average) and now they can be duplicated.

The cost of movies, particularly with the 16-millimeter film, is a drawback. Also, the equipment is expensive. The 8-millimeter film can be used, but the audience is limited to about 100 or less. Lack of experience also deters many, but careful study will show results.

I believe the small still slides in color will be used more and more and they do not begin to cost as much as movies, but I still think they lack the kick that movies have.—*E. G. Smith 4-H Club agent, Oneida County, N. Y.*

Three Georgia Counties Cooperate in Buying a Motion-Picture Outfit

J. P. NICHOLSON, County Agricultural Agent, Catoosa County, Ga.

■ Regularly scheduled motion-picture programs have been contributing materially to the extension educational program in Catoosa, Whitfield, and Walker Counties of northwest Georgia.

This program was begun in May of 1939. The three county agents in these counties had discussed the problem of getting practical agricultural information to the masses of the rural people, especially those in the lower-income group where informative material is most needed. These agents finally determined that the use of sound motion pictures would offer the best possibility of contacting this particular group of people.

After careful study, the three agents decided to purchase one sound motion-picture projector and accessory equipment and to use this one outfit in the three counties. By showing on regular schedules, it was determined that the agents would be able to cover most of their counties in each 30-day period. The problem of financing was discussed with each local county farm association, and each readily agreed to contribute one-third of the necessary funds to purchase the equipment for the execution of this visual-aids program.

During recent years the big problem of extension workers has been to get an audience with the masses of rural people in order that the right agricultural information could be disseminated. When ordinary methods of education were used it was difficult to get the right audience. Usually the loyal few attending the meetings were the higher income group and naturally were those who needed information the least. This condition is rapidly being changed, and it seems that through the use of educational motion pictures it is possible to reach the rank and file of rural people.

It has been the policy of this tricounty group to concentrate on one enterprise subject at each monthly program. It is also the policy of the three agents to devote a few minutes of each meeting to the discussion of the most pertinent agricultural problems of the county. In this way these extension workers are able to get across timely information which is, in reality, a vital part of an educational program made possible through the use of visual aids.

The program in these three counties thus far has been concentrated on the use of motion pictures which, in themselves, stimulate interest and create a desire for more knowledge; however, they do not lend themselves so well to detailed studies as do colored slides. We are now working into the educational program slides which consist principally of locally

made colored transparencies dealing with specific studies of farm problems in their area. Naturally, they include the use of charts, graphs, and tables as a basis of studying the local county situation.

The three counties involved in this program have made locally a 1,600-foot reel of motion pictures in natural color. This is a silent picture which deals with the various phases of farm management that have proved satisfactory and profitable in this area. The title of the picture is "To a Higher Standard of Living Through Better Farm Management." It has been shown three different times in practically every community in the three counties. This has been possible by making additions to the film occasionally and reediting it to tell a slightly different story. It has been received extremely well on every occasion and, because of its local nature, has created much more interest than any other film which has been shown.

These three agents have determined that motion pictures can be used as a basis for creating interest in the local agricultural program; and after seeing the pictures most of the people begin to want additional detailed information. This is being supplied with slides and black-and-white prints.

Many of the local schools and churches are becoming interested in good visual-aid material of an agricultural nature to use in their educational programs. To assist in this program, each county extension organ-

ization is obtaining a 35-millimeter, tri-purpose projector to be lent to the various schools and churches, as well as assisting in obtaining and developing the material to be presented. Of course this equipment will also be used by the extension personnel.

One of the local ministers has developed a slide lecture entitled "God's Acres." The theme of this lecture is man's stewardship of the land. It has been used on several occasions in the churches, and at community meetings, and the reaction of the people has been very good.

In the several months of experimental work in these three Georgia counties we have found that one important question must be answered about visual-aids material. Is it good, and, if so, good for what? This question must be answered in the affirmative for each type of audience to which the material is presented. This calls for specialized material, and another important feature of the material is that it be of a localized nature. The local environment must be considered because it adds tremendously to the value of visual aids whether they be motion pictures, slides, film strips, or ordinary black-and-white prints.

Below is shown a table comparing the three counties in which an intensive visual-aids program has been carried on for almost a year with three adjoining counties which are similar in most other respects.

	3 counties with visual aids	3 counties without visual aids
Number of farm families.....	5,829	5,663
Farm land acreage.....	443,986	502,347
Acres per farm family.....	76	88
Attendance at meetings, May through September 1935.....	2,348	3,486
Attendance at meetings, May through September 1938.....	764	4,366
Attendance at meetings, May through September 1939.....	13,884	5,463

April 1940

Movies Reach the People

THOMAS W. MORGAN, Assistant to Director, South Carolina

■ The showing of educational motion pictures on agricultural and homemaking subjects, as a part of the visual-instruction program of the Clemson College Extension Service, meets an enthusiastic response from the farm people of South Carolina. In 1938 a total of 62,914 farmers, farm women, and 4-H Club boys and girls attended 429 meetings arranged by county and home demonstration agents, at which time these pictures were shown.

Visual instruction, chiefly through the use of educational motion pictures, was started as an experiment by the Extension Service in 1936 in an effort to improve the efficiency of methods of teaching farm people new and improved methods of farming and homemaking. Educational films suitable for showing to South Carolina audiences of farm people were purchased from the United States Department of Agriculture and from other sources. Subjects covered by these films include livestock, crops, dairying, insects and diseases, forestry, 4-H Club work, poultry, foods, clothing, health, rodent control, and scenic and inspirational subjects.

Two trucks were each furnished with projection equipment, motor-driven generator to produce electric current in rural sections having no electricity, and copies of all available films. These trucks are in charge of trained operators and are scheduled through county agricultural and home demonstration agents for showings before audiences of farm people. Since the project was started in July 1936, showings have been made before 886 audiences made up of 131,389 farm people.

In 1937, the Extension Service, in cooperation with the United States Department of Agriculture, produced "Sam Farmer's Cotton," a sound picture showing recommended methods of cotton production in South Carolina. This film was made in Anderson County, has been shown to cotton growers throughout the State, and is available from the Department of Agriculture for loan throughout the United States. In addition, the Extension Service has produced motion pictures of demonstrations in hog production, sweetpotato production, turkeys, and beekeeping, and others on 4-H Club work, the use of milk in the home, pastures and forage crops, and purebred sires.

The Extension Service teaches improved methods of farming and homemaking through demonstrations of such practices conducted by farmers and homemakers with the help and under the supervision of extension workers. It is evidently impossible for all farm

people to see these demonstrations; but, through the medium of educational motion pictures, the Extension Service is able to carry the demonstrations to large numbers of farm people.

Odd as it may seem, these motion pictures have been seen by hundreds of rural people who had never before seen a motion picture. A recent night showing in a lower State community was attended by a farmer who had never before seen a motion picture and who had not been away from home at night in 40 years.

County agricultural and home demonstration agents make full use of these films in connection with meetings of farmers, farm women, and 4-H Club boys and girls. They find that the use of educational films gives them one of the most effective methods of teaching and enables them to reach a much larger number of farm people with their educational programs.

Pictures to the Point

We sometimes use movies for teaching and would do so more often if it were not so difficult to get films pertaining to our activities. It has been my observation that good motion pictures will get a point across better than almost any other teaching method, but the difficulty is to obtain movies on the subjects that we want to get across.

The equipment of any county extension office is not complete and up to date unless it has a good projector which will show 16 millimeter sound films. Our results well justify the investment. One thing I should point out, however, is that a motion picture outfit increases the work of the county extension staff because of the time required to schedule good movies, the extra time required to set up, show, and take down the equipment and to return the film. We are also bothered some to show films at nonextension meetings.

We also have a slide projector which shows both the standard and small-size slides. Of the two, I would consider that it would be more important to have a good slide projector than it is to have a movie projector.—W. G. Been, county agent, Suffolk County, N. Y.

December 1940

Slides

Slides and records work together

HELEN NOYES,
Extension Economist,
Home Management,
Washington

■ Like all extension folks I am on the lookout for new ideas in presenting subject-matter material to community groups and for providing ways of getting out visual-aid material to county extension staff members. Last summer I attended the home management conference and workshop at Michigan State College and took part in the activities of the visual aids section.

At this conference I saw some fine sound-slide films, but I knew that this method of presentation would not be usable in the counties in our State because this type of equipment is not available to them. I conceived the idea of transcribing a record to go with slides commonly used in our counties. Most counties have projectors for 2- by 2-inch slides, and it is not difficult to get a record player to use at the same time. I happened to have with me at the conference a series of 17 slides in color on how to bake a salmon in the sand. These pictures had been taken at the Pacific County 4-H Club camp.

I prepared a script describing each step in the process of baking salmon and timed it for operating the slides. I made the record at a commercial studio. On many campuses equipment is available for this work. A muffled door gong was used to indicate on the record when the slide should be changed.

The group at the conference was much pleased with the results, as this is a method which might be used with rather simple equipment. I shall have to confess that I have not completed this particular set of slides for use in counties. I found that I needed to make some changes to make it more usable. However, from my experience with making this recording to go with small slides, I have discovered the following things which might be helpful to anyone who wanted to make a similar experiment.

1. The recording must be made at 78 revolutions per minute as this is the speed used on home players.

2. One side of a record takes about 5 or 6 minutes for playing. Therefore, the timing has to be made according to the time allowed on the record.

3. Probably 12 slides is the maximum number that can be used for each side of the record. I had 17 and found that I had to run them a little fast for good use.

4. Good operating instructions must be given or it would be difficult for a person unfamiliar with the process to make use of the record with the slide.

It seems to me that this type of presentation provides a well-planned script to be used in connection with a set of slides. It can provide the "voice of authority." We are hoping to make use of this in our housing program and feel that it would be a good device as many of our county staff members feel that they are not adequately trained for presenting material on many phases of housing.

Slides do the teaching

"The most effective method of teaching rural people to improve their practices in 1944 was the showing of color slides which had been taken locally," writes R. W. Kallenbach, county agricultural agent, Polk County, Mo.

A total of 4,560 persons in 78 neighborhoods were encouraged to adopt improvements of one kind or another by seeing through color slides the successful practices being used by neighbors.

The slides dealt with many subjects. Some 125 of them were of 4-H projects and activities, and these formed the program for many a club meeting during the year. By showing contrasting photographs of treated and untreated plots, the use of soil treatments was encouraged.

Various phases of solving the soil-erosion problem were emphasized by slides which indicated the right way to construct terraces, build ponds, and do contour farming. Photos of many labor-saving devices, including self-feeders, waterers, buck rakes, and sweep rakes were popular.



I do not think that this type of presentation would be suitable for all types of slides. It seems to work out particularly well to show a process.

My recommendation for the use of slides and the record would be for the agent to run through the record and the slides before making the presentation in order to familiarize himself with the timing for changing the slides. Then I would suggest that it be shown at the meeting and followed by a reshewing of the slides, including discussion by the agent and by the folks participating in the meeting.

April - May 1948

Slides made of balanced farming operations stimulated interest in the complete planning program. More than 100 slides of local farm gardens taken on tours were shown. These emphasized practices such as succession plantings, long rows for using horse-drawn equipment, mulching, and insect-pest control. Some 3 dozen photos of small fruit production encouraged expansion of this work in the county.

■ Antioch 4-H Club girls of Howard County, Ark., are learning the basic principles of clothing construction and also helping the local hospital by making baby layettes, reports Francille Killion, home demonstration agent.

The hospital, faced with the shortage of baby garments on the market and with the labor shortage, is furnishing the materials; and the 4-H girls are making the needed garments and blankets.

June 1945

Program planning on a community basis

NELLE STASUKINAS and H. J. POORBAUGH

County Extension Workers, Schuylkill County, Pa.

■ Program planning is fun. We really enjoy it and so do our people who serve on their community program-planning committees.

Early December of each year finds us holding farm and home extension meetings in each of our rural communities. We are not going to say much about these meetings except that they draw people from 50 to 80 percent of the farm families.

Colored slides showing results obtained during the past year by farmers and homemakers by following Extension Service recommendations are shown by the county extension workers. Examples of the type of pictures used are: The freezing of food, home renovation of furniture, the use of rye grass as a cover crop, or the building of buck rakes as practiced by neighbors. These pictures stimulate thinking and a desire on the part of people seeing them for information which will enable them to do similar things. We also take time at these affairs to afford those in attendance an opportunity to nominate a program-planning committee. Six men and six women are nominated to serve in helping to draw up an extension program for their community. The executive committee members serve as cochairmen and arrange for the program-planning meeting which is held within a month of the community farm and home extension meeting.

What Goes on at the Meeting?

We said that program planning is fun. Suppose we just tell about what goes on.

A bright January sun is melting the ice clinging to the fenders of several cars in a farmyard of the Lewistown Valley when we arrive for a program-planning meeting in that community. These cars tell us that some of our folks are already there. Yes, we find them busy when we step into the house. The men in one room are talking about buck rakes, of which there are none in the neighbor-

hood, and the women are discussing the new frozen-food locker plant which just recently had been opened.

We join these groups and chat with them until a few more folk arrive, when we all gather in the modernized kitchen which is the result of extension teaching dating back a few years.

"Farming is a job for the whole family," said the executive committee member in opening one meeting. "If the men and women work together on the farm, why not plan the extension program that way?" he asked.

Without much more ado, we county workers were asked to lead the discussion. On a portable blackboard we quickly listed the chief items of interest to the farmers and homemakers as suggested by those present. This got everyone to thinking and talking along definite lines, and for the next few hours a lively discussion followed. Interestingly enough, the men had comments which referred to the job of the homemaker; and the women had suggestions about the farm which led to serious consideration by the men.

Food Takes the Limelight

This being a war year, food was soon being discussed. It started in this way: As this is a dairy and poultry section, the matter of animal feed was discussed extensively and the conclusion reached that the agronomy program relating to pasture improvement, hay and grain production be intensified. The men also pointed out the fact that recently farmers of the Lewistown Valley had purchased more than 1,000 acres of farm land from a coal company which years before had bought this land in anticipation of flooding it when a dam was built. The dam never materialized; hence the sale of these lands. "Now," said the men, "would be the time to consider field rearrangement to save soil and for economy of operation." Erosion-control meetings and demonstrations were indicated.

Statements about the baker not

making his regular rounds and sugar shortage affecting home baking, and good-natured complaints by some of the men about eating left-overs led to requests for meal planning and nutrition meetings. It was reported that women of the community had requested that the hot school lunch work inaugurated 3 years ago with excellent cooperation on the part of the children, parents, teachers, and school directors be fostered this year, too. The children are carrying more healthful lunches now, and the hot plates and water pans provided in each of the one-room schools afford an opportunity for the rural children to have something in the lunch box which can be warmed for the noon meal. It was decided that one of the best ways to keep interest alive would be to continue the hot school lunch contests and that the Extension Service could help by supplying the mothers with information on child feeding and food selection.

All about a Food Locker

"A lot of our people are going to rent food lockers," said one woman. "We should know how to get food ready for freezing and how to prepare frozen foods for the table." "Is it true that some varieties of fruits and vegetables are better for freezing than others?" asked one of the men. "Is that right?" exclaimed one of the women who added that she guessed she would wait to order her garden seeds until she found out which varieties are best for freezing. This led to plans for demonstration meetings on preparation of meats, fruits, and vegetables for freezing.

We had not progressed far until the matter of community facilities came up for discussion. How was the Community library functioning? Did it need further support? The community grounds beautification work, which was forwarded several years ago was fine, but would it be possible to conduct community programs to attract many people into feeling the need of providing more of our own recreation, said another. All right, the committee agreed. We will attempt a community event, and they set another afternoon to make definite plans.

And so went the meeting. We have mentioned only a few of the problems that were discussed, of the requests for information that were made, and

of the plans that were laid. At 4:30 p. m. the meeting adjourned. The committee members had to go home for their evening chores, and we were off to other affairs in other parts of the county.

We were stimulated and more enthusiastic when we left than when we came, and so were the others who represented their neighbors. During the coming months this enthusiasm is bound to be contagious.

Oh yes! We haven't mentioned definitely that these folks and their neighbors fully understand that they must help carry out this program. They know that it is for the community, and they are going to see it through.

How to get more people out to meetings and how to get information to those who cannot attend are problems which this group helps to solve. For example, in one of our communities the program-planning committee suggested that a play period

for preschool children be conducted in conjunction with demonstration meetings in order that young mothers might also participate in the meetings.

Program planning will not stop at the close of such a meeting. New problems are voiced at the various meetings and by individuals throughout the year.

However, these community program-planning meetings do give the leaders in a community an opportunity for general appraisal of their extension program and to help shape it along the lines which they believe will result in the greatest good for the people of the community.

Our extension program for the county is planned by the executive committee with the cooperation of leaders in the various organizations in much the same manner.

County surveys have been helpful in finding needs and guiding some thought.

December 1944

Kodachrome slides

Kodachrome slides, 2 by 2 inches, have been used with effect in reporting 4-H Club work in two New York counties. Wesley Smith, club agent in Yates County, prepared a brief page-and-a-half summary for the board of supervisors and presented it with slides showing the activities throughout Yates County. C. G. Small, assistant county agent in Wayne County, used the same method of presentation to the county committeemen. The pictures were taken in all parts of the county so every committeeman would recognize one or more of the pictures as coming from his locality, usually on his own farm. Mr. Small received many favorable comments based on this presentation.

April 1944

A new slidefilm ready

The slidefilm, Cattle Grubs, or Heel Flies—Slidefilm No. 637, 33 frames, single, \$0.50; double, \$0.90, has been completed by the Extension Service in cooperation with the Bureau of Entomology and Plant Quarantine. The slidefilm may be purchased at the prices indicated from Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C., after first obtaining authorization from the United States Department of Agriculture.

January 1943

Visual aids for Victory Gardens

■ The swarms of new gardeners seeking information can be helped with some of the visual aids now available from Federal sources. The latest of these is an OWI poster, "Plant a Victory Garden." This poster has been distributed to State officers, and you may already have received your copies.

Among the slide films are several new ones and a modernization of an old one. For farm garden information, Nos. 634 and 635 are useful. They were made in one Maryland garden from the start of the season to harvesttime. The first one covers the planning and preparation of the garden, the second, the care and harvesting. No. 634 has 42 frames, and is available in both single and double frame. No. 635 has 57 frames and is also available in both sizes. The double-frame size is recommended, especially if you mount it in slides. A lecture-type script accompanies each of these films.

For the suburbanite who wants to stretch his ration book "way out" with a Victory Garden, we recommend No. 641, *The New Gardener*. This takes the beginner step by step through all the stages of preparation and planting. The scenes were made in North Carolina but could have been made anywhere. This is also available in both sizes and contains 49 frames.

Slide film 503 (62 frames), *Insect Pests of Garden Vegetables and Their Control*, has not been changed, but the lecture notes have. Scarcities in materials for insecticides and an approach geared to the new gardener dictated the changes. The notes have been changed to the straight lecture type, which is proving popular. Agents having old notes for 503 can get the new version without charge by writing to the Extension Service, Department of Agriculture, Washington, D. C. Only the new version will be supplied with purchases of new strips. This film is available in single frame only.

The Little Exhibits planned for nutrition use are still popular. These exhibits are printed on poster paper and may be cut out and mounted on wallboard, cardboard, plywood, or other suitable material to form the nucleus of a window display on nutrition or gardening. Little Exhibit No. 1 says "Eat this way every day," and the wing panels show strong and healthy children and war workers. The figures can be left out and garden tools and pictures used as supporting material. Little Exhibit No. 2 says "Plan, produce, store" and shows the farm family planning their home food supply. Space is provided for a food budget, and the wing panels offer specific suggestions.

Both of these exhibits may be purchased from the Superintendent of Documents, Government Printing Office, Washington, D. C. No. 1 is priced at 15 cents and No. 2 at 10 cents. Each exhibit carries full instructions for assembly.

May 1943

Wisconsin Makes Film Strips

■ In May of 1939, district meetings of the county educational committee were held in the five soil-type areas of Wisconsin.

These meetings were attended by members of county educational committees which include in their membership, a member of the AAA county committee, the county superintendent of schools, and the county agricultural agent.

These meetings were called by the State educational committee to discuss and plan an educational program on agricultural conservation.

One of the subjects discussed was that of visual aids and of course, film strips came in for considerable discussion. As a result of the discussion it was apparent that film strips could serve a very useful purpose in encouraging conservation and soil-building practices.

The general opinion was that the problem was so nearly alike in each county that greater efficiency and less duplication of effort could be obtained by building up these film strips on an area rather than on a county basis.

The task of working out the general pattern of these strips was delegated to Forrest Turner, who, as a member of the Wisconsin

extension staff, has worked closely with the agricultural conservation program since its very beginning.

After each picture and script sequence had been worked out with the assistance of the county agent leader in each area, the material was passed on to subject-matter specialists and county agents for criticism and suggestions.

Final editing of readers, legends, and sequences was made by the extension editor's staff and the county agent supervisors. Help in editing and preparing the material for processing was given by the Federal Extension Service.

Photographs to illustrate the story were obtained from many sources, including county agents, extension specialists, Soil Conservation Service, and the Wisconsin Conservation Commission.

The films were used by county agents and county and community committeemen at many types of meetings, and were very enthusiastically received and considered very helpful.

In a good many counties these strips were used in meetings held in practically all communities as a part of the agricultural conservation educational program. It is likely that these strips will be used again this winter for presentation to groups which have not already seen them.

Many Wisconsin extension people are taking 35-millimeter color photographs for use in 2-by 2-inch slides, and it appears likely that these will replace the black-and-white strips in many counties.

JANUARY 1941

Lectures with slides

Sufficient experience has been accumulated in the use of the new type-cued lecture for slide films to indicate its value. An exact lecture is supplied which carries throughout the text cues in the form of frame numbers. Two copies of the lecture are provided, one for the reader and the other for the operator.

The instructions call for a rehearsal with the operator, preferably complete but in any case reading at least half the lecture with the slides projected on the screen. The reader ignores the cues; but the operator, following the lecturer on his copy, changes frame whenever the reader reaches a cue number in the lecture. The effect is almost magical. At the proper word, the picture on the screen changes to the object or scene described.

Of course the lecture can be adapted to meet local conditions, but when the films are used without the lecture, or with an *ad lib* lecture, the effect on the audience is not always the one desired. Several persons who have heard the same film presented as prepared, and also with an informal talk, have expressed preference for the prepared version. They claimed they got more benefit from it in that form.

Most popular of the new type films are the gardening sets. 634, *Gardening for Victory, Part I*; 635, *Gardening for Victory, Part II*; 641, *The New Gardener*. Almost equal in popularity are 630, *Labor Efficiency on the Farm*; and 638, *Finding Minutes, the home equivalent of 630*.

July 1943

Filing Miniature Slides

GEORGE F. JOHNSON, Extension Specialist in Visual Instruction, Pennsylvania

■ The problem of working out a satisfactory filing system for the miniature lantern slides has been common to many county extension workers and subject-matter specialists in Pennsylvania.

The average number of slides in county offices now exceeds 150 per county with some workers having in excess of 500 slides. At the college, an average of more than 600 slides per subject-matter department are now in use by extension specialists. Obviously, efficient filing has become essential to the best utilization of these vast visual-aid resources. The result of 3 years' effort has brought about several systems, each of which has enthusiastic supporters but no one of which has been generally adopted.



J. W. Warner, county agent, Indiana County, Pa., with his 200-capacity slide files. The 100-capacity slide case in foreground is used for carrying slides to meetings.

Several methods are illustrated by the accompanying pictures. Generally, each slide is labeled as to where and when taken and what it shows. The slides are then grouped as to project subjects and filed by projects alphabetically. In only a few cases are slides numbered individually. Some workers use a 300-capacity flat box for filing and a 100-capacity case for carrying to meetings. Others use the combination file and carrying case opening on either side and holding 200 slides. The 100-capacity file is also used in several instances, both as a file and as a carrying case. A less-common method is to file the slides in the 12-capacity cardboard panels which are then placed in the standard letter file. File boxes with an illuminated compartment for viewing each slide taken from file are also available.

Several subject-matter departments which have from 1,000 to 1,500 slides are using sliding trays in a metal cabinet. This is a very convenient system but is more expensive than other plans described.

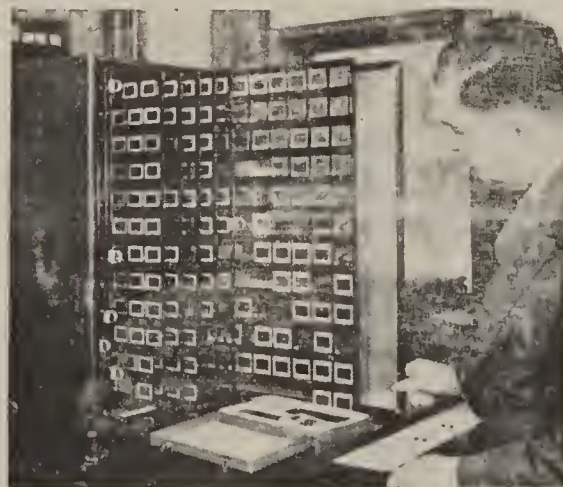


J. B. McCool, county agent, Clinton County, Pa., likes this system. He files his slides in cardboard panels and places them in a standard letter file cabinet. Note light bulb used for viewing slides.

In general, a satisfactory file has the following characteristics: (1) It is convenient to get slides into and out of so that a minimum of time is required; (2) it is not so complicated that great effort is required in keeping the file up to date; and (3) it is so flexible in compartment spacing that new slides can be added without continual handling of old slides.

Reducing slide handling and effort in filing to a minimum and yet making it possible to organize an illustrated talk quickly with all material at hand is the object of an efficient slide-filing system. Extension workers who make the most of color slides in extension teaching are likely to accumulate at least 300 slides, and to be most useful these must be in an efficient file.

The more elaborate sliding-tray cabinet is used by several subject-matter departments for filing purposes in Pennsylvania. John Vandevort, poultry extension specialist, looks over a file of more than 1,000 2- by 2-inch poultry slides.



Utilizing Color Slides

Color slides increased attendance and interest at a series of end-of-the-year meetings held by County Agent Albert Hagan of Grundy County, Mo., last December. The meetings were held in each of the 13 townships in the county and served as a means for the agent to report on the year's activities to members of the county extension association.

In newspaper announcements of the schedule of meetings for a given week, Mr. Hagan always mentioned that color slides would be shown; and, if the photographs were made on farms within a township, he stated that they would be shown at the local gathering. He pointed out that, in addition, there would be projected several photographs of county-wide activities, such as the 4-H Club camp and limestone grinding.

Here is the way a paragraph in one of his newspaper stories ran: "At this meeting, Madison township farmers will be particularly interested in seeing color photographs of Bert Fulkerson's and Delmar Sharp's fine logs which were fed and raised under good management practices."

The slides served to show in a graphic way the activities being sponsored in the county by the Agricultural Extension Service. Mr. Hagan said; "We found that the slides increased our attendance at the meetings. And many persons were so interested in the pictures shown that they stayed after the regular meetings ended to discuss some of the things they had seen on the screen."

April 1940

In Color

The Delaware County, Pa., agricultural extension association recently celebrated its twenty-fifth anniversary with a special pictorial section in the Delaware County Advocate, a local picture magazine. Eight pages of this paper were illustrated with 17 black-and-white and 12 color pictures of extension activities, photographed by County Agent H. O. Wilcox. An interesting historical article accompanied the pictures. The color cuts were approximately 3 by 4½ inches and were enlarged from 35-millimeter color transparencies. This is the first time in Pennsylvania that extension pictures have been taken from 35-millimeter transparencies (2- by 2-inch color slides) and published in color through the cooperation of a local newspaper.

June 1941

The Illuminator and Its Uses

GEORGE F. JOHNSON, Extension Specialist in Visual Instruction, Pennsylvania

■ A piece of visual-instruction equipment that is likely to command increasing attention among extension workers is the so-called illuminator. Although it is made in various shapes and sizes, the illuminator is a very simple piece of equipment and can be home-made. The type we use most generally consists of a ventilated box with white interior (a foot square at front and 10 inches deep) containing an ordinary 60-, 75-, or 100-watt light bulb and having a high-quality piece of ground or opal glass over front of box. Transparencies such as 2- by 2-inch color slides are placed on this ground glass, and a window-light glass cut to proper size is placed over the slides to hold them in place and keep them from being handled in exhibits.

Inexpensive Cardboard Illuminator

Inexpensive 12-slide capacity cardboard illuminators without light socket, bulb, and cord can be purchased for less than \$2, whereas factory-made metal ones ready to use and holding 25 2- by 2-inch slides or one 8- by 10-inch transparency sell for approximately \$12 each. Material for making the 25-slide-capacity wooden type will likely cost between \$2 and \$3.

The reason for the increasing popularity of illuminators is due to the fact that 2- by 2-inch color slides are something more than lantern slides to project onto a screen; they are attractive pictures to view in natural size or with the aid of a reading glass. Objects photographed close up can be seen very distinctly in an illuminator at a distance of 2 to 4 feet. General scenes are not satisfactory unless a magnifying glass is used.

Uses of the Illuminator

We have at least 20 illuminators in use in Pennsylvania. They are utilized in many ways: (1) As the central feature in simple,



Single-slide illuminator made by County Agent R. M. Gridley, Beaver County, from a discarded automobile spotlight.

inexpensive exhibits, (2) as a means of viewing and studying individual slides for filing or for arranging a series to illustrate a talk, (3) as a visual aid in discussing problems with office callers, and (4) as a means of referring quickly to a series of pictures at a gathering of community leaders interested in program planning or working out details of a definite project.

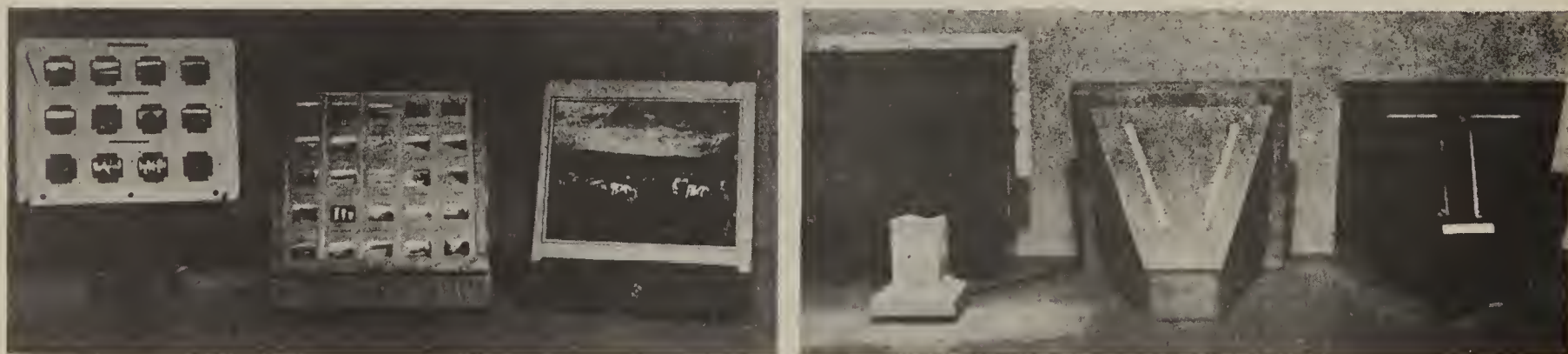
Advantages of the illuminator over projected pictures include: (1) The pictures can be viewed clearly in average indoor light without darkening the room; (2) the need of carrying projection equipment and the difficulty of set-up in small quarters are eliminated; (3) a series of 25 slides can be viewed and studied individually or as a sequence with all slides continually in view. Disadvantages include: (1) Use is limited to situations where only a

few persons look at the slides at one time, and (2) the size of the 2- by 2-inch slide makes it impossible to show all types of views with equal effectiveness.

In addition to 2- by 2-inch slides, we use 8- by 10-inch color transparencies in these illuminators as features of exhibits at some community shows, county fairs, and at our State farm show. These attract much attention, as natural-color pictures of this type cannot be equaled by enlarging and tinting paper prints.

We are so much impressed with the many practical possibilities of the illuminator that we are constantly calling the attention of our workers to it. Making year-round use of visual aids which might otherwise be utilized only during the winter meeting period is the goal in Pennsylvania where more than 20,000 color slides have been produced.

Front and rear view of three types of illuminators: An inexpensive cardboard type made commercially; a home-made model with 10- by 10-inch face displaying 25 2- by 2-inch slides and a factory-made metal type used for one 8- by 10-inch color transparency or 25 miniature slides.



EXTENSION SERVICE REVIEW FOR NOVEMBER 1941

Colored Stills Are Better

CHARLES L. EASTMAN, County Agent, Twin County (Androscoggin and Sagadahoc), Maine

■ After some 25 years of taking pictures hit or miss, I have definitely come to the conclusion that I am no longer interested in just pictures. I am determined to get something that will attract attention, hold it, and tell the story. In pursuit of this idea, I purchased some good but very inexpensive books on photography, both stills and movies, studied such bulletins as were available, and began to put a little more thought into taking pictures, including composition, backgrounds, lighting, and similar problems of photography.

My experience in color began first with movies. In the beginning, neither the farm bureau nor the Extension Service had the money to buy motion-picture equipment. I bought a good second-hand movie camera for \$25 when the price of new ones was \$85 and up. Today an equally good camera can be bought for \$37.50 to \$39. I also bought my own projector. I planned to use them in extension work with a little personal stuff on the side.

I Try Color

On a vacation trip I purchased a couple of color films to try them out. The results were so good, the contrast so much better, the pictures so much more interesting and the details so very much better that I decided to try color in a little film strip camera which had been used for some years with good results for film strips. The lens in this camera happened to be a very good one but was not adjusted to color. Pictures were better than black and whites by far, but not good enough.

There did not seem to be any money available from the farm bureau and Extension to purchase a camera with a good lens adjusted to color; so again I bought my own.

The next problem was to get a suitable projector. A dealer offered to lend one of his best projectors for use in a series of organization and membership meetings. I told the committee groups that, if they liked the new color pictures and the projector well enough to do a little better than usual in their coming membership campaign, probably the projector could be bought from the increased membership fees. It worked!

Since then I have taken a complete series of colored photographs of wild ornamental shrubs, cultivated ornamentals, farm buildings and grounds to illustrate the better home-grounds project.

I have also taken pasture pictures, pictures to be used in high quality roughage work, and other subjects too difficult to be shown in black and white. Pictures of these difficult subjects are just ordinary in black

and white, but color shows the subject just as the eye sees it. Our farm bureau president said, "Your color pictures of our home grounds make them look better than they really are. I just don't understand how you do it."

Colored slides are not much more expensive than black and white film strips, and they have the decided advantage that one can rearrange them in any order desired. The colored slides are prepared by the manufacturers and the cost is included in the purchase price of the film.

Color is slower than black and white, and the exposure has to be longer and, in general, one should have bright sunlight. Avoid early morning and late afternoon pictures because they will have a reddish or a bluish tinge in the distance. Provided one has special filters for these rays, such pictures may be taken satisfactorily. But even without filters distance pictures in color are better than in black and white. As color is slower, it is all the more necessary to have an extra good lens and to use only a lens adjusted to color.

How do the people like colored pictures? Meetings are more interesting and they draw better crowds. The folks get the ideas better and they adopt more practices as a result of color pictures.

I have frequent calls to address the Grange. In general, I try to stick pretty close to our calling, but like many other speakers before mixed bodies of old and young, farmers and nonfarmers, find it a little difficult to keep everyone interested. The colored slides on home grounds have proved very popular; in fact, too much so.

There are two or three calls a week to show them to Granges. Perhaps the results before a mixed crowd for entertainment is not as good as before a group of business farmers and their wives, but in any group there are always several that are interested enough to do something about it. They request the agent for further information and for landscaping plans. I make new friends and make my work more effective. Though calls are numerous I am trying to accept them all because it seems so worth while.

It would take a most unusual speaker to approach the effect that even a mediocre speaker can secure with 15 or 20 good color slides.

To anyone contemplating the purchase and use of color equipment, I would say that a light meter is indispensable and preferably one of the photo-electric eye type. These are not always infallible but are good under most conditions.



What are the limitations of color other than expense and slower speed? I have found a couple by sad experience. The first one occurred when the forestry specialist saw a good honeysuckle shrub with the ornamental berries that it bears, he said, "Take that." Without thinking much about the foreground the agent got the picture. The honeysuckle bush and the berries were just splendid, provided you saw them, but the thing you really saw was an unmowed lawn and patches of dead grass which not only stood out in the foreground as in any black and white picture, but being in color it looked ten times as bad and as prominent as it would in black and white. In other words, you must use the very closest care in details of foreground and background because the slightest fault, either dead grass, a single weed, or a dead branch in your shrub, all are fatal to a good picture and stand out like the proverbial "sore thumb," only more so when color is used.

About the Blue Sky

We accidentally learned something about blues. In trying to show some beautiful sky effects projected on a screen of buff tint. I found them a very poor sea green. I may be wrong, but my interpretation is that the blue sky projected on a yellow background gives a greenish effect rather ghastly to behold if you are interested in really good pictures.

I should like to conclude by saying that if a county agent or anyone else is willing to take the time and trouble to learn to take really good pictures in black and white, color will prove worthy of their effort. If I did not believe this, I would not spend my own money on color pictures. And just one last word: Please do not get the idea that you can always take good pictures without a tripod or with one of these flimsy little affairs that will sway in the wind. Last of all, use a good beaded screen. Yes, it all costs money, but the results have made us glad that we spent it.

but they must also possess tact, originality, and ingenuity.

In short, they must be able to devise plans and suggest to the deficit families ways and means of getting a job done.

To illustrate this point, a certain community had not produced any sirup during the past several years. It was pointed out that this was due to the fact that the man who formerly operated a sirup mill in that community had died, the mill had disappeared, and no one in the area now had either the facilities or skill to cook sirup. Some of the local leaders suggested that a cooperative order be placed for seed cane; that a mill and vat be purchased; and that someone be engaged who understood processing sirup. These ideas have since been crystallized into a definite plan by this group of volunteer workers.

It has been impressed upon the local workers that this is not a fly-by-night undertaking, but that they constitute a definite and permanent group with a long-time job on hand. One of the most gratifying features of the plan has been the uncovering of latent leadership and development of new leaders.

The mechanics of this method of approach to better farm living is still in process of development and it is too early to attempt to make an appraisal of its value. South Carolina has had only a limited experience in the use of this new machine, yet those interested in its operation have already been able to make improvements. As time passes they feel that they will be able to make it smoother running and fill a worth-while place in furthering a program of better farm living among deficit food families.

February 1941

Appeals to the Eye and Ear

Combining the appeal of natural-color photographs of local people with songs by a chorus of local 4-H Club members, County Agent R. W. McBurney of Mitchell County, Kans., developed a highly effective program for a series of community meetings held in November and December.

Agent McBurney started his venture into the use of color film less than a year ago, but already he has become an ardent enthusiast and a capable photographer. It was, therefore, natural for him to think of pictures first when faced with the problem of stimulating interest in the county 4-H Club chorus which he was attempting to organize. He tried out the idea of combining pictures and song at a meeting of 4-H Club leaders, officers, and parents, where it received an enthusiastic reception. As a result, he decided to use the chorus with pictures at each township farm bureau election meeting, with the possibility of using a somewhat similar feature at the county farm bureau annual meeting if the idea has not been overworked by that time.

Two songs were used—Plowing and Dreaming; both of which are included in the National 4-H Club songbook. As the chorus sings each song, Mr. McBurney throws on the screen natural-color pictures relating to the different lines of the song. The pictures are changed about every two lines. Whenever possible, pictures of people in the community in which the meeting is being held are used. It is necessary, therefore, to revise the slide set for each meeting.

A sample of the type of pictures used is the color shot of a 4-H Club girl beside a lily pool with two tall Austrian pines in the background, which is flashed on the screen with the opening lines of the Dreaming song:

"My home must have a high tree
Above its open gate, * * *

Mr. McBurney believes that this idea has boosted attendance at his township meetings by giving the 4-H Clubs a definite part in those meetings and that it is giving those not in 4-H groups an attractive picture of club work.

To See Is to Remember

Any success obtained in landscape extension work in the last 12 years has resulted largely from the use of illustrative and demonstrational material through the use of my so-called "built-up" lectures and colored slides.

I have made three different "built-up" lectures during this time. They are made on a frame 4 by 5 feet in size which can be folded up to make a carrying case. An area 2½ by 2½ feet is covered with a stretched cotton flannel painted to represent the lawn and distant background, and a green band of stronger material about this resembles a frame. The house, other farm buildings, shrubs, flowers, and trees are painted on separate pieces that can be placed on the background in their proper places to form a farm home before and after it has been landscaped.

This makes a spectacular lecture, intensely interesting, and provides an ideal way to teach my subject for, as the Chinese say, "A person absorbs 7 times as much by the eye as by the ear." I have given at least 150 lectures each year and have never talked to a group more than 15 minutes without using illustrative material.

In the last few years I have been using colored slides to illustrate my lectures, having taken more than 1,000 pictures in the last 2 years with my camera, from which I have made 650 slides. These slides form the basis for at least 5 different lectures. I could not get along without the colored slides, and for my purpose they are much better than motion pictures.—O. I. Gregg, *landscape extension specialist, Michigan.*

September 1939

Using Color Slides

A series of colored slides which tell the story of home beautification in New Mexico was given the blue ribbon among exhibits of colored slides from five States at the annual meeting of the American Association of Agricultural College Editors held in Colorado last August. Because of the current interest of extension workers in this subject, Paul McGuire, associate extension editor, in New Mexico, has consented to tell how the series was worked up and how it is being used.

■ Landscape Gardening in New Mexico, the colored slide set which was awarded the blue ribbon, did not just happen. It came about, rather, as the result of a definite, often expressed demand of prospective landscape gardening cooperators to "show us how we're to use trees, shrubs, and flowers in making our homes and yards more attractive."

And as the first slides in the gardening series show, not enough New Mexico farm families have properly used for home plantings the plants and shrubs which Nature has placed at their disposal.

It is always easy to point out what is wrong with home plantings, but it is sometimes difficult to explain clearly how improvements may be made. Floyd Whitley, extension horticulturist of New Mexico, who handles the landscape project, found that available pictorial material showing desirable practices was not at all suited to New Mexico conditions, nor did material obtained through appeals to other Western States aid greatly. It was then that Whitley decided to prepare his own visual aids for the landscape gardening campaign. The enthusiastic reception of full-color photographs of plants and situations has been a spur to further work.

Considering both cost and effectiveness, Mr. Whitley found there was no full color versus

black and white argument, particularly for showing flowers and brilliant-hued native and exotic shrubs and trees.

Slides were favored because they can be shifted and arranged to fit local conditions and time allowances. Then too, colored transparencies must be well protected if they are to last any length of time. Glass covers and metal binders seem to fulfill the need for protection that cannot be given strips.

Including the outlay for the glass cover slides and the metal binders, the cost for completed color slides runs around 21 cents each. This is assuming that 18 good shots are obtained from each roll. If many exposures are lost, the unit cost, of course, goes up. In this connection, the slow speed of the colored film and the wide variety of subjects to be photographed make a good light meter seem indispensable. One was consulted before each shot in the gardening series was made, and few pictures were lost from improper exposure.

Interesting, attractive photographs of ornamentals and situations must be more than chance shots. They must be planned. Whitley's task of getting the photographs to go into the set was simplified by the fact that he is a good technical photographer with a well developed flair for composition. The first pictures were taken with a medium-

priced, office-owned camera with an f 2.8 lens. Of late, a personally owned cheaper camera with a coupled range finder has been used, with the result that somewhat better shots, particularly close-ups, have been obtained.

Getting a group of worth-while, technically good photographs on a subject such as landscaping is a slow process, particularly when the picture making is incidental to other work. Mr. Whitley found it desirable to carry his camera with him on all field trips, getting needed shots as they presented themselves. On many trips not one exposure would be made whereas, on others, much would be found which seemed to demand photographing.

The slides in the group of 21 sent to Fort Collins for the ACE competition were selected from more than a hundred usable ones to present a general picture of the problems, the methods, and the results. The lecture notes which accompanied the set were compiled from reference cards filed for each picture. This method of handling makes it possible to change the emphasis from one projection to another. In September, some 45 slides of the collection were sent with notes to an agent who used the set before women's and 4-H Clubs and one service club.

As the slide series grows, it will be possible, when desired, to select from it groups of photos for specialized lectures. Possible subjects for an illustrated lecture might be Cacti as Ornamentals for New Mexico Homes or Broadleaf Evergreens for Your Community.

Through October the landscaping set had been used by the specialist and county agents before groups in all parts of the State. The agents, particularly those whose only previous experience with visual projection has been with black and white film strips, have received the colored transparencies enthusiastically. The home demonstration agent and the assistant agricultural agent in one county have planned to use the set for the entire month of January to start off the landscape project which all but one of the women's clubs and a number of 4-H Clubs have selected for the year's work. The two agents are so anxious to obtain the slides that they turned in their January request early in September.

Although the landscaping set has been used more extensively than any other, series which have been collected on crop improvement and club work are also making the rounds. Until more county offices own or have convenient access to projectors, the landscape gardening series, as well as the others, will not be used as much as the agents, the specialists and the visual instruction section in the State office should like. State office projectors are lent to the counties when available, but the limited number owned makes it impossible to supply all demands. As soon, though, as more counties own projectors, State office workers will find it a big job to keep up with the demand for more and more colored slide series on farm and home subjects.

Making and Using Film Strips

R. B. RANKIN, County Agent, Adair County, Ky.

■ We have never had much difficulty in getting a large number of demonstrations of improved farm practices established, but it has always been difficult to get a large number of persons to see the demonstrations when they were at their best. Field meetings and farm tours help, although sometimes attendance at these events is disappointing; and usually most of those attending are the more progressive farmers who may already be somewhat familiar with the demonstration or practice. So, in order to present the results of extension work to many who otherwise might never see or hear of them and yet many of whom might need such information most, we decided to record the results on film strips. Accordingly, we have made and used film strips with more or less success in Metcalfe and Adair Counties during the last 2 years.

Equipment Used

The cost of equipment, including candid camera, projector, and four film strips completed ready for projection, approached \$50. No public funds were available for the purchase of our equipment, so we purchased it with our personal funds. Thus we have the exclusive use of it.

In making a film strip, we use a candid camera which cost \$12.50. We have used usually a 35-millimeter Reversible Superpan film which is sufficient for 36 scenes. Most of our best pictures have been made in clear sunlight with a lens setting of $f:6.3$ and a shutter speed of one one-hundredth of a second, as recommended by the camera manufacturer. No tripod or exposure meter has been used, although we might have done better if they had been used. However, we simply loaded the camera and shot the pictures, following manufacturer's instructions on lens settings, and most usually we have obtained effective pictures. In other words, no one needs to be any sort of photographic technician to make good film strips. When exposures are completed on the film mentioned above and it is processed in the manufacturer's laboratories, it is ready for projection. No prints can be made from this special film.

The projector used cost about \$35 and can be used for either film strip or slides. Current from either a 110-volt line or a 6-volt automobile battery is used by changing bulbs. We have never cut up film strips to make slides, although we could do so. On the other hand, we have made all scenes on a particular strip relate to a certain subject, such as 4-H Club work, for instance. Although an expensive screen might be desirable, we have found the

use of a sheet or cheap white window shade very satisfactory.

Since beginning this work in the summer of 1938, we have completed and used six film strips and have a seventh nearly completed. In Metcalfe County, strips were made on the subjects of winter cover crops, 4-H Club work, corn and tobacco, and livestock and poultry. In Adair County during 1939, strips have been made on the subjects of winter cover crops and 4-H Club work, and another is nearly completed on tobacco and corn. If public interest continues, we plan to make three or four strips each year on subjects of most importance to the county.

Attendance Increased

Average attendance at meetings where it is known that these pictures are to be shown has been much better than in many other types of meetings. We have occasionally had an attendance of 100 or more persons to see these pictures at country schools, and the attendance is seldom less than 40 or 50. Whether good attendance will continue after the novelty wears off remains to be seen. Sometimes meetings are announced by circular letters, but more often they are announced to the school children in the morning preceding the evening meeting. All classes of persons in the community are attracted, including old and young, rich and poor, thus refuting to some extent the common contention that extension work often reaches only a select group. Explanation and discussion of the pictures are of course necessary but are kept as brief as possible to make the points. The exhibition and explanation seldom exceeds 45 minutes. Persons attending usually see pictures of practices carried out by farmers they know, and this, we believe, is one of the strong points of the locally made film strip. The observer is bound to admit that it can be done in his own county.

Strengthens the Program

The use of film strips made last year in the adjoining county of Metcalfe has undoubtedly been of great benefit in getting a strong extension program organized and carried out in Adair County this year. Let us take the education of the farmers on hybrid corn, for example. Strange as it may seem to extension workers in the Corn Belt, prior to 1939 not more than 10 acres of hybrid corn had ever been planted in Adair County, although the total corn acreage of the county is about 27,

000 acres. The breeding of hybrid seed corn was a deep mystery. This year, several hundred acres were planted with hybrid seed in all sections, and nine men have actually produced hybrid seed in isolated breeding plots for planting the main crop in 1940. In addition, we are certain that the use of the 4-H Club film strip helped greatly in organizing and carrying through a strong club program in a county where very little club work had been attempted in recent years.

We have not used pictures to supplant other extension methods, as we continue the others just the same. As far as we have gone, however, we believe that pictures, and particularly those showing local scenes, are an effective addition to other methods.

New Film Strip With Sound

A new film strip on the Agricultural Adjustment program entitled "Pioneering a Permanent Country," number 567, has just been completed by the Division of Information, AAA, in cooperation with the Extension Service. This film has 132 frames and can be used either as a silent film strip or accompanied by a sound record which runs 14 minutes and requires use of playback machinery.

This is one of the first sound film strips produced by the Department of Agriculture as an experiment in another method of telling the story of agriculture effectively. The record is 16 inches in diameter, for use with sound slide equipment or other playback machinery set at the rate of 33 revolutions a minute. (It cannot be used on phonographs which revolve 78 times a minute.)

The silent film strip can be bought for 80 cents from Photo Lab. Inc., 3825 Georgia Avenue, N.W., Washington, D. C. Lecture notes to accompany the strip will be sent from the Extension Service in Washington with each film strip bought.

If equipment for using the record is available, the combined record and film strip can be purchased for \$4.30. All orders should be forwarded direct to Photo Lab. Inc., 3825 Georgia Avenue, N.W., Washington, D. C. One print of the film strip and one record have been sent to each State AAA office.

Adding Color to Extension Teaching

GEORGE F. JOHNSON, Specialist in Visual Instruction, Pennsylvania

■ Miniature, 2- by 2-inch, lantern slides and 16-millimeter silent motion-picture film in natural color are rapidly replacing black-and-white slides and films in teaching most agricultural and home economics extension subjects in Pennsylvania. Since dependable color film became available about 3 years ago, more than 5,000 still pictures on 35-millimeter color film for mounting as miniature slides, and at least 15,000 feet of 16-millimeter motion-picture color film have been photographed and used almost daily in extension teaching in this State.

The production of color slides and motion pictures is not limited to the equipment and personnel of the central office of the Extension Service. Forty county extension workers and 15 subject-matter specialists are equipped to take natural-color and still pictures with miniature cameras ranging in cost from \$15 to \$150, and 8 county offices and several specialists have motion-picture cameras. In every instance, successful color photography has been accomplished, and in many cases this has been done without using the photoelectric exposure meter. Many county agents have from 25 to 150 color lantern slides, photographed locally and made into slides at relatively small expense. Several counties have from 1 to 3 reels of color motion pictures showing local demonstrations and other extension activities. This local material is proving itself the best possible foundation for effective visual instruction in extension work. The material is used from 25 to 75 times during the year at meetings of rural groups and business clubs, for exhibits, reports, and publicity, and in personal interviews. In addition to local material, more than 100 reels of silent movies and thousands of color slides are made available through the central visual instruction office. In order to make the best use of this material, 51 of the 66 counties doing organized extension work have motion-picture projectors, 41 have facilities for projecting miniature slides, and 62 have beaded screens. Sufficient equipment is available from the central office so that all counties can provide programs with visual instruction material.

The cost of color photography is not prohibitive. In fact, several county workers in Pennsylvania have reported the cost of their own production of color miniature slides as less than their former method of exposing relatively large black-and-white negatives, obtaining paper prints, and then, perhaps, getting large lantern slides. The average natural color miniature slide in which the 35-millimeter film is used, will cost less than 20 cents, or half the cost of the standard



Natural-color pictures, producing as they do more convincing and lasting impressions, are rapidly becoming one of the indispensables in effective extension teaching.

black-and-white slide. We regard the new cardboard, factory mounting of color transparencies as only a temporary mounting and recommend the use of cover glasses and binding tape to make the slides permanent.

A projector that will take the miniature slide is necessary. This equipment will cost from \$15 to \$75. Most types of lanterns for standard-size slides can be adapted by purchasing a carrier for the small slides and by obtaining a 5½-inch or 6-inch focal-length lens. The total cost should not exceed \$15. At least a dozen Pennsylvania counties have adapted large projectors in this way; the others have purchased special projectors at an average cost of approximately \$35.

A very essential item in the successful use of color transparencies is the screen. A screen of the beaded type is found best. The cost of such a screen ranges from \$12 upward, the average expenditure in Pennsylvania being \$18.50. Experience in Pennsylvania indicates that the minimum cost per county for color still-picture photography and projection is about \$75 the first year and from \$10 to \$15 per year thereafter, unless the cost of a better camera is included. If, to this program, the county should wish to add silent motion-picture production and projection, the foregoing minimum-cost items must be trebled.

Is visual instruction in color form worth while? The overwhelming sweep to this form of material in 60 percent of the counties and in practically all subject-matter depart-

ments of the Extension Service in Pennsylvania gives some indication of the answer. Reasons for the popularity of color pictures are very well stated in Mr. Dail's article in the August REVIEW and will not be repeated here. Color pictures have increased the effectiveness of extension teaching several fold. They tend to increase attendance at meetings, and they leave more convincing and lasting impressions which lead to direct action in adopting improved practices and adding conveniences in the home. Farm groups requesting extension meetings in Pennsylvania frequently ask that natural-color pictures be used if possible to illustrate talks and discussions.

The disadvantages in photographing and projecting color slides are: (1) Black-and-white paper prints suitable for clear reproduction are difficult to make from most 35-millimeter natural-color still pictures. (2) For best results, color pictures require darker rooms for projection in daytime than well-made black-and-white transparencies. (3) Satisfactory color pictures are difficult to get under unfavorable conditions, such as early in the morning or late in the afternoon; on dark, cloudy days; and in most interiors unless floodlights are used.

We overcome the first difficulty by photographing many outstanding subjects on 5- by 7-inch negative film for cuts or enlargements, with most of this work being done with a view camera, wide-angle lens, and other special equipment of the central

office. Having scenes in large black-and-white negatives, as well as color film, has this advantage: Enlargements for exhibits can be made from these negatives and hand tinted, using the projected color transparency as a guide. With proper lighting and reasonably good exposure, the color film shows details far better than most black-and-white film.

The need for darkening rooms sufficiently to project good color pictures in daytime has been less easily solved. Blankets, building paper, black sateen cloth, burlap, and many other darkening media have been tacked or hung over shadeless windows to darken rooms. This is sometimes made the responsibility of the local program committee, but more often the county worker plans to

arrive at the meeting a half hour early to prepare the room for good visual instruction.

Some of the county agents and subject-matter specialists are overcoming the third handicap by using a second inexpensive camera loaded with fast black-and-white film. This type of film can be used successfully under practically all conditions where color film may fail.

Regardless of handicaps it appears that natural-color pictures are rapidly proving themselves one of the indispensables in effective extension teaching. Their universal appeal to rural groups and their great potential educating power make them well worth the serious consideration of every extension worker in agriculture and home economics.

September 1939

Illuminated Color Transparencies . . .

either as 2- by 2-inch slides or as 8- by 10-inch cut film were used as a feature of extension exhibits at a number of the county fairs and farm shows in Pennsylvania last summer and fall. The 8- by 10-inch illuminators costing \$12 each were used. These hold 25 of the 2- by 2-inch slides, two 5- by 7-inch, or one 8- by 10-inch color transparency. Pennsylvania has experimented with enlarging the 35-millimeter color film to 8- by 10-inch size film, and also in using 8- by 10-inch size color film and photographing scenes with a view camera, thus producing very striking 8- by 10-inch color transparencies. These pictures attract attention in exhibits because of the natural color. Where 2- by 2-inch slides are displayed, it is found desirable to have an inexpensive reading glass available for close study of the pictures.

The illuminators used in Pennsylvania are made of metal with the inside painted white; a 60-watt ordinary light bulb provides the light, and an opal glass in back of the color transparency diffuses the light. The pictures thus displayed, show up quite brilliantly in exhibit rooms having the usual indoor lighting. Inexpensive cardboard illuminators are also available for 2- by 2-inch slides only.

Homer H. Martz, assistant county agent in Somerset County, reports as follows on a recent exhibit: "The 2- by 2-inch slides on the illuminator with a 10-cent magnifying glass, made the 4-H pig club booth the most popular of all the exhibits at the Conemaugh Township Community Fair."

December 1940

Film Strips . . .

have been used by County Agent L. W. Currie in teaching 4-H Club boys of Rolette County, N. Dak., the fundamentals of livestock judging. "The pictures have been very helpful to the boys in learning the parts of the animal and in demonstrating the points one should look for when selecting breeding animals," says Mr. Currie. The films prepared by the United States Department of Agriculture have been shown at meetings held by each club in the county.

December 1940

Film-Strip Library

County vocational agriculture departments have organized a film-strip library in cooperation with the Vigo County, Ind., extension office. More than 100 different film strips are being obtained from the United States Department of Agriculture, and other sources, on agricultural subjects. All 10 of the cooperating vocational departments may use the film strips for all-day vocational classes, part-time, and evening classes. The extension office will use the films in farm bureau, 4-H Club, and other educational meetings. Each department represented in the cooperative library bought a minimum of \$5 worth of film strips, reports C. L. Brown, assistant county agent.

August 1939

Telling Consumers About Eggs

■ No, Americans are not becoming immune to meetings, demonstrations, or education. But it does take new methods, one of which, developed by J. M. Moore, extension poultryman at Michigan State College, shown on this month's cover requires not much more than an amateur photographer's standing and the experience that years of extension work brings.

Fifteen colored slides made up of 35-millimeter color film between 2-inch by 2-inch glass slides tell the essence of the story of egg quality. These slides have been viewed by more than 10,000 persons in Michigan within the last 12 months. About 8,000 of these saw the slides and absorbed the oral information that went with them while they attended State and county fairs. The other 2,000 have been consumers, distributors, and producers of eggs attending educational meetings.

The first of the slides were made under difficulties. Mr. Moore had a miniature camera that he purchased for \$10. By removing the back, he found his close-up focus and

field at 13½ inches from the broken-out eggs that he wished to photograph in color.

To take pictures vertically downward, Mr. Moore fashioned a base with a piece of pipe on which he could clamp the camera. He found that a piece of plate glass was more suitable than breaking out eggs into a Petri dish. Underneath the glass he smoothed a piece of felt. Experiments with different-colored felts seemed to prove that a light grayish blue worked out best.

Film costs \$2.50 for 18 exposures, less any possible discount. Some exposures usually are not perfect, so the average cost of a slide has been about 25 cents. But 15 of these slides can tell the story of egg quality.

One slide can show the egg within the shell. Mr. Moore uses this to draw a parallel between an egg and a bottle of milk. The shell of the egg no more protects an egg from spoiling when carelessly handled than does the glass bottle.

Subsequent slides show eggs properly handled with a firm and upstanding clear white.

Eggs which have not been handled carefully and refrigerated show broken-down whites, and the scale in slide pictures goes on to eggs unfit for food. Even these, Moore explains to consumers and producers, have come out of regular trade channels.

In exhibiting the slides, an inexpensive projector equipped with a 100-watt tubelike bulb is used. The screen is of the "daylight" type which is of beaded glass. This, however, must be viewed almost straight on so that audiences avoid distortion of the view.

About 1½ minutes to a slide is the average time allotted. In lectures, a range of 12 to 30 slides is commonly used, depending upon time permitted and the type of audience. In State and county fair work a type of amphitheater was used, darkened by the use of asphalt paper on walls and ceilings. In a space of about 15 by 30 feet groups of 15 to 20 persons were shown selected slides. While the slides were being projected, Mr. Moore presented his arguments on what consumers should know about eggs.

EXTENSION SERVICE REVIEW FOR AUGUST 1939

Why I Use Color Slides

I. G. KINGHORN, Extension Editor, Colorado

■ If your public is like our public—and we believe it is—it learns much more readily from pictures than from the spoken or written word. Thus we put visual education right near the top as a method in education.

Here are some of the reasons why we have taken and used several hundred colored slides in the past few years and are planning to expand this service as rapidly as possible:

They offer great flexibility in use. You may select a few for a short talk, or you may use a larger number for a more lengthy talk—depending upon the time available. And, further, as soon as one picture becomes obsolete, you may replace it with an up-to-date slide.

The great range of color contrasts which you are able to get with the new films on the market enables you to tell stories you never could tell with black-and-white film.

To say that colored slides have an extra attraction for the public is putting it mildly. Our county agents and specialists report that they have been able to increase crowds from three to eight times when using colored slides.

With twice the projection area, colored slides give you a much higher quality of screen projection than the old black-and-white film strip.

Numerous other points could be given in favor of colored slides, but there is one big objection to them—the expense. The extra cost may be several times that of plain film strips; but, over a period of a few months, the extra efficiency and results gained by the use of colored slides will greatly outweigh that greater initial cost.

A good camera may be purchased for \$25 to \$50, but for exceptional detailed work, a more expensive camera will probably be needed. The actual cost of the film, including developing and mounting, will average about 20 cents per picture.

From my experience, I should advise the beginner, or even the more advanced color fans, to get a good 35-millimeter camera with at least an f:3.5 lens and learn to use it. As you gain in experience, get the different filters for use under different conditions, and also a flash gun so that you can take interior shots.

A good exposure meter with a photoelectric cell for sensitiveness is absolutely necessary if you are going to conserve your film and get good pictures. It is often possible to do fairly good work without a meter, but we have found that the saving in film soon pays for the meter.

After you get your equipment you should try out the different colored films available, making special effort to test both films and

equipment under your most extreme light conditions. Select a film which seems to give you the best results and stick to it.

Arrange a filing outline extensive enough to take care of everything you anticipate getting. Number your slides according to that filing outline, and keep them properly filed. Simple filing cases are available for smaller libraries, but if you have several hundred to file, it would be advisable to get one of the regular sections of filing frames where your slides may be thrown against a lighted screen so that you may select from the pictures rather than by the numbers.

Right along with your filing system, prepare a card index of legends for all your slides, each card numbered the same as the slide it represents. You will find that to write down all information while it is fresh in your mind will greatly relieve the strain a few months later when you try to remember the location and circumstances surrounding a slide.

Needless to say, a good projector and screen are important items of equipment—just as important as are the camera and exposure meter.

Use your slides while they are “hot.” There is no limit to the good you can do with colored slides if you will keep them circulating.

AUGUST 1939

Missouri Reports on Color Slides

H. M. DAIL, Assistant Extension Editor, Missouri

■ At various extension meetings during the past winter, many hundreds of Missourians sitting in darkened school and courthouse rooms rubbed their eyes in amazement as they saw projected on a screen some color photographs of Neighbor Smith's red and white Hereford cattle grazing on green lespedeza pasture. If it was not Neighbor Smith's herd, it certainly resembled the one he owned. And look! There was a field of red clover, showing up as clearly as it would on a sunny July day. It certainly did appear natural.

In an effort to give color slides a thorough trial, the State office of the Missouri Agricultural Extension Service decided to sponsor the making of two series of color photographs last summer. One dealt with soil-conservation activities, and the other portrayed home beautification work.

In charge of taking most of the photographs was a member of the editorial staff who had tried color film previously. In his work he used a miniature 35-millimeter camera and a photo-electric cell exposure meter. The photographs intentionally were made in different sections of the State. That the completed color slides were popular was indicated by the insistent demand for their use by county extension agents during the winter months.

Here are some of the comments by the men and women who used the color slides during the year: "It's easier to get out a crowd if you announce that color pictures are to be shown. They are almost as good as a demonstration meeting and have one advantage in that they can be taken during the busy growing season and shown during the winter and fall months. The slides can be arranged differently for talks stressing dif-

ferent subjects or phases of the program."

It was in showing to extension agents and specialists the possibilities of color slides that the two series accomplished most. These workers evidently believe that such slides have value, because some 20 county agents and 10 specialists now have color series under way.

To those agents not already at least partially equipped, the cost of the photographing and projecting equipment has been somewhat of a barrier. Complete reliable equipment including camera, exposure meter, tripod, portable glass beaded screen, and projector can now be bought by extension workers in Missouri for approximately \$100. In Missouri, the cameras suggested for this work fall into the medium-priced class. They have shutters recognized as standard and lens with apertures of $f:4.5$ or larger. A photo-electric cell exposure meter made by some reliable manufacturer is recommended to anyone expecting to take natural-color photographs.

With fair success, the cost of the completed slides should not be more than 25 cents. If the camera user is expert, the cost can be reduced to 20 cents or less. Extension workers have found that 100 color slides will supply ammunition for a number of talks and meetings; and, of course, these can be added to from time to time.

A disadvantage of color films has been that no duplication method was available for one of the best color films. However, such service is now provided at approximately the same cost as the original film. Although it is possible to show color transparencies without mounting in glass covers, the extra protection to the film provided by the glass warrants the additional expenditure for most pictures.

August 1939

Exhibits

Hitching to a Star

That more working together as a family offers hope to the world is the belief of the extension family in Coos County, N. H. Extension agents there illustrated their idea in an exhibit and sent in an account of their efforts, signed by all four agents: Dan O'Brien, county agent; Ellen Jackson, county home demonstration agent; Robert H. K. Phipps, county forester; and George W. Wiesen, Jr., county club agent.

RURAL families in Coos County, N. H., have learned to know their county extension family better through an exhibit developed cooperatively by all members of the extension family. This was displayed at the entrance of the building housing educational exhibits at the Coos, N. H., and Essex, Vt., County Fair at Lancaster, N. H., last September.

The idea for the display came as a result of hearing folks say: "Oh, do the home demonstration agent and 4-H Club agent work for the same government group?" or "Does the county agent have anything to do with the 4-H Club agent or forester?"

The exhibit illustrated the relationship of the County Extension Service staff to the members of the farm family.

Usually the county agricultural agent works with the adult men in the family as does the county forester; the county home demonstration agent with the adult women of the family, and the county club agent with the youth of the family.

Though the agents work with the various family members at different times or even at the same time, there is the awareness that what one member of the rural family or the extension family may be doing is for the good of all of the rest of the family.

With this thought in mind, the County Extension staff constructed a booth. They used plaster of paris to build the terrain of a rural area, prepared a background which was in perspective with the foreground, set up model buildings and machinery in the center foreground of the exhibit, and even found some model livestock figures which added a touch of reality

to a good-looking rural homestead. Pine and fir branches were used for model trees. A huge map of the county which they had constructed was placed directly behind the farm buildings.

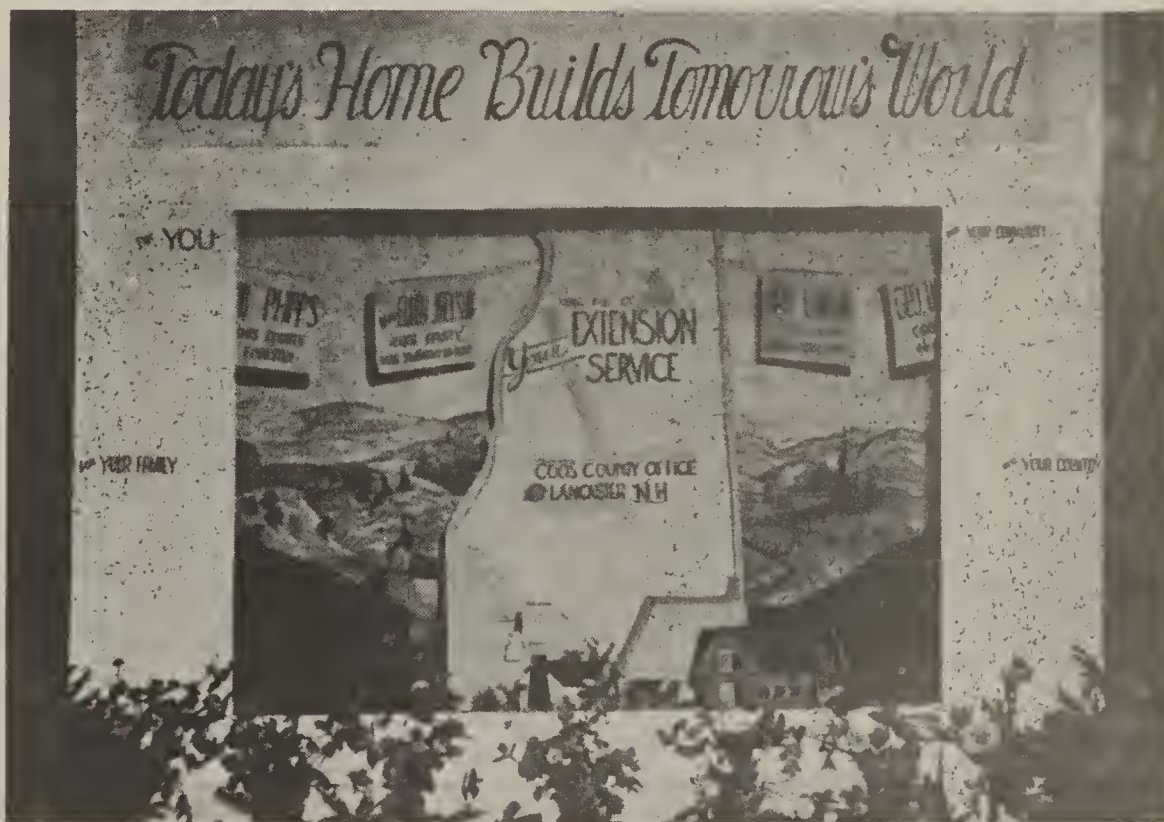
The map provided the continuity from the front panel of the painted background of the display and reads as follows: "TODAY'S HOME BUILDS TOMORROW'S WORLD, FOR YOU, YOUR FAMILY, YOUR COMMUNITY, AND YOUR COUNTRY, with Aid of Your Extension Service . . . Coos County Office at Lancaster, N. H." Names of agents were on placards fastened to strings leading to the map.

Now—what rural family doesn't want a good farm? The only way they can really have it is to work as a family. Some family member must take the initiative, discussing the future of the home and the farm with the family. The family may then seek help from the most natural place for all rural people to go for help concerning better farm life, the county extension office. There, those who will help, work together as members of the county extension family. Isn't it a fact that the well-established home and farm will project its influence not only at the present time but also for years to come—not just in the community, the county, or in our country but throughout the entire world?

After all, isn't it the so-called happy-family relationship that we desire as a world? Wouldn't that make for a happier world?

It seems that there is no better place to start the movement than right at home. Constructing such an exhibit is one way to get folks to do a bit of thinking as a family group—just as we have done.

The display wasn't accomplished in a day—neither will the ultimate goal be reached in a day.



This exhibit, illustrating the relationship between extension agents and farm families, was displayed at the county fair at Lancaster, N. H. It was developed by the four agents of Coos County.

Extension Service Review for February 1949

CONSERVATION ACRES

a model farm

M. A. (Matt) Thorfinnson, extension soil conservationist in Minnesota, had the idea of the miniature farm demonstration when mulling over in his mind ways of teaching soil conservation at a 4-H camp. He thought of the expensive model farm exhibit built for the State fair and just then happened to pass a miniature golf course. Combining the two, he had his idea.



SUCH soil conservation terms as "terracing" and "contouring" have a crystal-clear meaning to the Minnesota boys and girls who attended the 4-H conservation camp at Itasca State Park in September.

4-H Club girls, as well as boys, at the conservation camp received a good, first-hand working knowledge of soil-saving practices by helping build a model conservation farm, complete with wood lot, waterways, strip crops, contours, and crop rotations.

The entire farm, except for farm buildings and fence posts, was built to scale. Length and percentage of the field slopes were carefully measured and the proper soil-saving practice applied. Where contours were needed they were run with a rod and level, in the same manner as any full-sized field would be properly laid out.

Matt Thorfinnson, extension soil conservationist, spent 2 days before the camp started getting an area 25 feet square cleared of brush and tree roots and the slopes and valleys properly shaped. Good black soil was used in the bottoms, with thinner, washed dirt on the hills so that the conservation and rotation problems would be justified as to land use. A land use capabilities map was made.

Before the 4-H boys and girls actually began their conservation job, Matt explained the problem, pointing out the length and grade of slopes, soil types and capabilities, and prescribed a proper 4-year rotation for the tillable fields. The poorest corner of the farm was to be made into a wood lot. On the steeper slopes strip cropping was decided on. The longer slope was terraced, with the steepest and worst-eroded portion below planted to trees.



In the hills above Lake Itasca, among the headwaters of the Mississippi which carries away unbelievable amounts of good farm land every year, the youth of Minnesota learned how to conserve the soil by building to scale a model farm called "Conservation Acres."

Large photographs of problem areas over the State, with their proper solution, were used to illustrate Matt's talk and to give the workers an idea of what various soil-saving jobs were involved in their project.

The boys and girls were divided into 3 main groups of about 35 each, with each group given a daily morning work period of 45 minutes. As the groups came to work they were divided into committees, just as are Minnesota farmers who take part in full-fledged farm-remodeling field days. Each committee had a special job such as woodland, shelterbelt, pasture, terracing, contouring, or swine sanitation, with a county agent or a club leader in charge. Even a wildlife shelter was included, with care being taken to have bird and game cover from woods to stream to fields.

Each day the committees were re-assigned so that as many boys and

girls as possible learned different jobs. The few members who weren't used elsewhere were sent into the woods to locate berries, shrubs, and ferns to be used as garden tomatoes, carrots, and other table crops.

A naming contest was held, and a \$5 prize was given by 4-H Leader A. J. Kittleson for the winning name. Barbara Sells, Rock County, who incidentally is the daughter of one of the soil conservation district supervisors, won the prize with her suggestion, "Conservation Acres."

"One of the most wonderful projects I have ever seen," was the way Clara Oberg, Ramsey County 4-H Club leader, put it. Gilbert Tews, Nicollet County 4-H delegate to the camp, felt that it "was the most enjoyable and educational part of the whole camp to me."—Robert G. Rupp, *Extension Information Specialist, Minnesota.*

Extension Service Review for January 1949

How I Used a FLANNELGRAPH

DOROTHY ARVIDSON, Assistant State 4-H Leader, Indiana, (1947-48
National 4-H Fellowship Student)

A FLANNELGRAPH is one of the most interesting visual aids I have ever used. You make your visual aid as you go by placing flannel-backed pieces on a flannel background.

It Started Like This

Several months ago, I was asked to speak at a district meeting of home demonstration clubs in Culpeper, Va. I was told that the meeting would be in a theater and that approximately 300 people would be present.

Of course, extension workers know from experience that visual aids are a "must." When I received a copy of the program on which I was to appear, I noticed that a movie was being used for another feature. That eliminated the possibility of showing some slides that I had picked out for my talk.

Why Not a Flannelgraph?

Then I remembered that I might make a flannelgraph. I had been asked to speak on the 4-H theme: Creating Better Homes Today for a More Responsible Citizenship Tomorrow. However, I had given as my title "There's No Material Shortage for the Building of 4-H Homes."

I decided I could actually "build a house" for my audience by preparing a flannelgraph; and I figured that it might be a very effective way to get across what I wanted to say.

So I spent the rest of my time in planning, making, and practicing with the flannelgraph. What I said in the speech just naturally took care of itself. I talked about my topic as I "built" the house.

Making the Flannelgraph

This is how I made my flannelgraph: I bought 4 yards of blue cotton outing flannel, 2 yards of white flannel, one jar of rubber cement, and six large sheets of heavy construction

paper (one each of red, yellow, black, and white, and two of pale green).

I cut the blue flannel into pieces of 2 yards each. Then I joined the pieces by lapping over a couple of inches and fastened the flannel to a large piece of wall board. The blue flannel was the "sky." Then I cut out of paper the various parts of the "house," and on the backs of these I used rubber cement to fasten pieces of flannel of the same size. I also lettered with India ink on the pieces that needed information. (Because the background is entirely covered with flannel and flannel is on the backs of all the pieces, the two flannel surfaces will adhere when brought together. Pieces may be placed anywhere on the background. They may be removed by simply pulling them off the flannel background, and other pieces may be put on if you care to continue your talk.) I put on a few pencil guide lines to help me in placing the pieces on the flannel background during my discussion.

Using the Flannelgraph

The "grass" was made in two pieces out of green paper and labeled "4-H Club Work." This was the part I put on first as I gave my talk. Then I added the "foundation" made of yellow and labeled "Boys and Girls." Next I put on the two pieces of side framework made of black paper and added the white pointed label marked "Projects." The roof came next, and it was red with a white pointed label lettered "The Club." I then placed the word "Activities" in the center space. Two green shrubs, outlined in black, were placed on each side of the house, and they represented "Leaders" and "Parents." After putting on each of the pieces, I spoke briefly about how that phase of 4-H Club work contributed to better living.

Surprise Feature

At this point, I asked my audience if I had forgotten anything. Of course,



two or three called out "The chimney!" So I picked up the little red "Chimney" and said: "This stands for the home demonstration agent." And there was an uproar. Then I took just a minute to summarize what I had said.

Just Remember These

Make your flannelgraph big enough for your audience to see. Buy high-quality flannel. Be sure that there is something flat and firm behind your flannel background, such as a piece of wallboard, heavy poster board, two folding screens placed together, or a large blackboard. It is best to incline it a little if possible. Make all lettering large. Use colors that will show up your ideas in the flannelgraph to the best advantage.

I'm "Sold"

With a flannelgraph you can get action, color, suspense, and comedy. And you can't use notes to detract from your presentation—you are too busy putting on pieces of the flannelgraph with your hands. This was my first try at a flannelgraph, but I'm "sold" that it's one of the easiest helps when making a speech!

● TRIBUTE to one of New England's pioneer 4-H Club leaders, George L. Farley, known as Uncle George to 4-H Club members all over the country, was paid when the State 4-H All Stars dedicated a bronze plaque commemorating his 25 years of leadership.

Extension Service Review for January 1949

Bringing the mountain to Mahomet

A. B. CURET, County Agricultural Agent, Point Coupee Parish, La.

■ Farm demonstrators, businessmen, farm housewives, and other visitors in large numbers witnessed a novel field day program last July 30, put on by our extension staff, including Assistant Agent Sterling Deville, Home Demonstration Agent Margaret Jolley, and me. At the consummation of a broad extension program in corn, cane, cotton, and pasture improvement, a county-wide field day was planned, in cooperation with a fine group of demonstrators, the Farm Bureau and farm council women of the territory. In order to have the public observe the many demonstrations with minimum effort and exposure to the hottest of summer heat, a new scheme of bringing the demonstration to the people was devised.

During previous community meeting programs, public observations, ear counts, and estimates of yield of the 20 members of the 100-bushel corn club were made. Each of these demonstrators was requested to send 10-foot sections of his corn or other demonstration to the meeting grounds and place it just as it grew in his field. This was done, and a shady lawn was transformed into an experiment farm with each row of corn or cotton telling its own story to an interested public. A placard attached to each row contained the grower's name, variety,

and indicated yield; and the number of stalks reproduced represented the row spacing. The public was seated in a square with two sides consisting of the various demonstration project specimens, and so arranged as to provide maximum shade for the hours of the meeting.

The caravan of cars assembled at a field 15 miles to the north observed two of the 100-bushel corn club fields which were organized last year in order to observe the larger field units, and proceeded to the assembly place. The program was opened with a brief summary of the programs under way and of the objectives of extension work. Director H. C. Sanders of the Louisiana Extension Service and Director Taggart of the experiment station followed. Specialists spoke on timely subjects, substantiating what the demonstrations revealed. The program was featured by the 100-bushel corn contest in which eight contestants recorded yields of 100 bushels or more. Farm women were also represented. A talk on housing and other phases of homemaking was popular with them.

That the county yield of corn will be increased from this work would find no ready argument in the minds of the 300 or more people in attendance.

Some 300 visitors observed the miniature experiment farm.

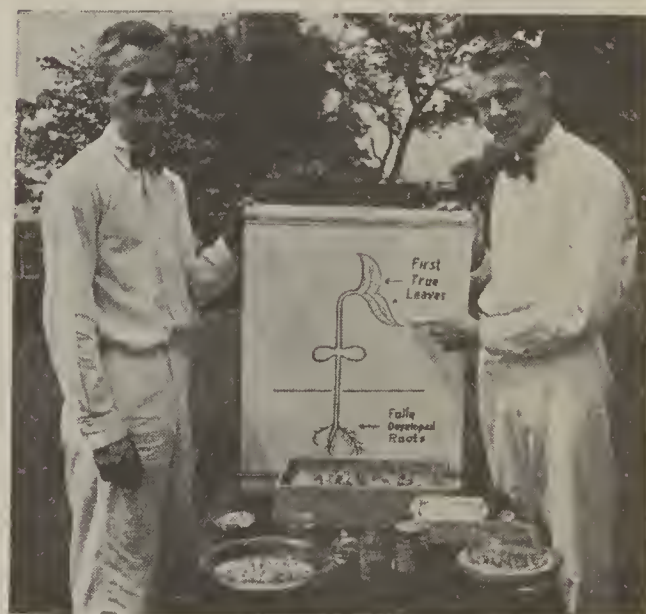


Extension Service Review for December 1948

Brothers and Sisters Win

Cooperation begins at home, so they tell us. That must be true because out of nine teams competing in the Massachusetts 4-H demonstration contests this summer four were brother-and-sister combinations, and three out of the four won first place in the State contests and the right to represent Massachusetts at the national contests.

These are John and Francis Stavaski of Cheshire, demonstrating seed germination in the vegetable contest; Merrill and James Shepard of Alford, demonstrating production of quality milk in the dairy-consumption contest; and Beatrice and Ruth Brayton of North Dartmouth, demonstrating How Do You Use Your Quart of Milk? The fourth family combination was Edward and Ernest Jensen of Granville who demonstrated the preparation and display of vegetables on a roadside stand.



John and Francis Stavaski, Massachusetts brothers who put on an excellent demonstration.

■ To help Illinois farmers make the best use of their midwinter repair time, a corps of about 100 repair men—vocational agriculture teachers—attended a 3-day short course in machinery maintenance and repair at the College of Agriculture, January 15 to 17. These teachers, together with agricultural engineers of the agricultural engineering department, county agents, and county war boards, held machinery-maintenance-and-repair schools throughout the State.

Nine of the vocational agriculture teachers, because of their previous experience and training in farm machines, acted as instructors, with agricultural engineers of the college assisting.

APRIL 1942

State fair booths picture home demonstration activities

■ Each year, when fair time comes along, Iowa homemakers return to the State fairgrounds with hammer and nails, stepladders, and all the "makings" for their special homemaking booths in hand.

Model kitchens are set up, handy first-floor workrooms are established, frozen-food banks go on display, well-set family tables are arranged, and wisely chosen wardrobes are exhibited.

All these, and many other exhibits, too, are a part of the extension home economics educational program to give thousands of fair visitors a well-rounded picture of the activities and studies of Iowa's rural homemakers.

It's the first stopping point at the fairgrounds for many an Iowa family. Press and radio representatives come here for the latest word and picture on what's going on in homemaking activities round the State.

"It's a good way," said Mrs. Greta Bowers, home demonstration agent of Marshall County, "to reach new people not only from other counties but from your own county."

Two weeks before the fair, Mrs. Bowers asked several homemakers who had volunteered to work in the booth showing the living room if they would like a review lesson on reupholstering and refinishing furniture. Twenty women took a special 2-day training period just to be ready for their job at the fair.

"I felt," she said, "that each homemaker could do an excellent job of

public relations if she could answer any and all of the questions which visitors would ask. More than that, if each homemaker has a wide knowledge of her subject, she just naturally is enthusiastic about the exhibit and does a good job of 'selling' our program."

As for the booth itself, "We bent over backward to make it look as interesting as possible," she said, "for we feel that this is another grand opportunity to bring home to homemakers the value of the extension program."

Early in the season we ask all counties of the State as to whether they wish to take part in the exhibit program. Those first to volunteer are assigned space in the exhibit rooms. Though the system is entirely voluntary, each year finds a different group of counties seeking opportunity to show one of their many studies through this visual-aid medium.

The booths, together with an exhibit arranged by the home economics extension department of Iowa State College, always fill the display rooms in the Women's and Children's Building to capacity. Members of the State home economics extension staff, county extension home economists, and homemakers are hostesses to thousands of visitors during the entire week.

Plans for each booth are worked out by county committees. They select a typical lesson from the yearly

program and work out the details of the booths with guidance from the county home economist and State specialists.

Boone County's presentation to fair visitors portrayed "Room Arrangement for Family Relaxation"—depicting a living room furnished to meet family needs.

Cedar County homemakers, active in the study of school redistricting and planning, gave a pictorial report of what a good school district should be. The exhibit was based on a school survey project now under way in one of their local communities.

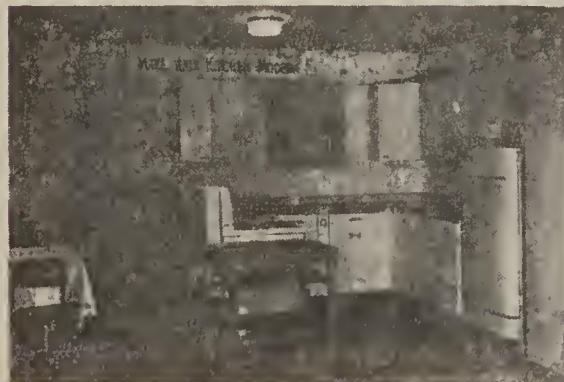
Following a project study on creative leisure activities, Clinton County homemakers featured numerous hobbies which adults could enjoy. "More Years to Life, and More Life to Years," was the way they expressed it.

Books for every member of the family in a community library setting was the presentation by Guthrie County women. "You never graduate from the library," they told fairgoers. Accent on more reading is a project sponsored by every county of the State.

"Tips for Travelers," an exhibit of clothing and games for vacation trips, was Linn County's suggestion to Iowa families. And from Hardin County came suggestions on how the church, home, and school can help meet "Teen-Agers' Needs To Live in Today's World." The study, "Teen-Agers Need Understanding Parents," is a popular one in the State.

Louisa County homemakers, who have been studying the time- and energy-saving assets of first-floor workrooms, set up a model laundry center. Not fancy, but practical from

Clarke County homemakers set up a typical, well-planned model kitchen, complete with good arrangement and fittings for greater efficiency (left). Aware that selecting good-looking clothes appropriate for the wearer is of universal interest, Hamilton County homemakers set up a typical department store scene entitled "Fall Fashions With Accent on You" (center). Booth showing colorful living-room scene, featuring sectional furniture made from old automobile seats, was arranged by Marshall County (right).



wash-up center to laundry unit, the exhibit showed what can be achieved with a minimum of effort. Home-management lessons on this subject have been taught throughout Iowa.

Cool and frosty looking with its escort of penguins bearing slogans for correct freezing of foods was Poweshiek County's "Frozen Food Bank." A well-stocked home freezer showed onlookers the values of this method of food preservation. Foods and nutrition lessons have been requested by 96 out of the 100 counties of the State for the coming year.

There was a game chest for family fund—an exhibit from Lucas County. Homemakers of that county have been studying family good times as a phase of their family relationships projects.

Table Settings

For homemakers looking for ideas on attractive table settings, Story County women had some answers. Tables set for a "Sunday dinner," "breakfast in the kitchen," and "buffet supper on the porch" were shown in their booth.

"Going Our Way?" asked Madison County homemakers. In the doorway of a model cottage, they presented a series of colorful automatic slides showing many phases of their home-making project studies. Taylor County homemakers went outside the home for their booth. They indicated some easy ways to plan landscaping around the house.

The many health services which a farm family can count on were typified in Washington County's colorful, pictorial display on health. Webster County homemakers showed still another area of keen interest to Iowa homemakers—international relationships. A world-wide map with small dolls in costume was used to draw attention to the booth.

Summarizing the benefits of the home economics extension program, which homemakers receive through their county organizations, was the college exhibit entitled "Your College Comes to You." Small booklets, telling about the various exhibits on display, were distributed at the booth. Visitors could also view many of the latest home economics publications available from the college and learn how to obtain them.

December 1948

Equipment makes Kentucky circuit

The Kentucky farm and home equipment show toured 47 counties and attracted 54,580 persons. The show featured more than 100 time- and labor-saving devices and methods and was presented by the farm-labor department of the Kentucky College of Agriculture and Home Economics.

The tobacco exhibits, among them a tobacco-stick sharpener, and stick holder for bulking tobacco, attracted principal interest. Other popular exhibits were a box for wood and kindling, a hay and grain loader, and a weed cutter.

Large numbers of orders have been received at the experiment station for blueprints and plans of the exhibits. One visitor said of the show: "I don't know of any better way to bring extension work to farm people." Another said: "Farmers told me that 1 day of this exhibit was probably equivalent to several weeks of demonstration and other farm meetings conducted by the county agent. Many learned new ideas, and numerous requests are being made for plans and specifications of some of the exhibits.

The farm and home equipment show was first put on at the thirty-fourth annual farm and home convention held in Lexington January 29 to February 1. A road tour of 28 scheduled counties was originally planned. Because of the demand, 19 additional counties were added to the schedule. The road tour opened in Clark County on February 14 and closed in Greenup County, June 5.

October 1946

Visual Aid Session

A feature of the Kansas Farm and Home Week in February was a 2-day editorial-and-photographic session during which visual-aid equipment ranging from slide projectors to moving picture cameras was exhibited. Some of the best amateur photographers in the Extension Service and outstanding commercial press photographers were in attendance.

June 1939

Fair shows labor-saving equipment

Farmers at the Jefferson County, Wis., fair exhibited the home-made machinery that helped them meet urgent demands of a heavy crop season.

County Agent George Wright, superintendent of the exhibit, had charge of assembling buck rakes, self-feeders, motor set-ups, and other devices with which farmers met the farm labor shortage.

A number of such devices were worked out at machinery schools throughout Jefferson County last winter.

January 1945

Poultry Day, "show me" style

E. B. WINNER, Extension Poultryman, Missouri

■ Giving a "boost" to the new and a repeat showing of the best of the old is what makes the annual Poultry Improvement Day click in Pettis County, Mo. This event is "chuck full" of ideas on saving labor in caring for the farm poultry flock. Methods that will help poultry raisers step their production on up to at least 200 eggs or more per hen annually are featured. Practices that will help farmers produce a better product and thus get a higher price for their eggs also receive attention.

Some 300 poultry raisers have been attending this event annually during the past 3 years that it has been held at Sedalia, Mo. It is put on by the county agent with the help of other agricultural groups as well as poultry industry members—including hatcherymen, produce dealers, lumbermen, hardware dealers, and others in Pettis County who are interested in the poultry business.

A feature exhibit at the 1947 show was the new 24- by 52-foot laying house recently designed by the University of Missouri. Although the meeting was held in the Armory at Sedalia, the floor plan for this new house was laid out and equipment installed. Two corners of the house were built up with concrete blocks, and several sets of rafters were put in place.

This house, designed to fit Missouri's balanced farming program, accommodates 300 to 400 hens and more can be built on if the farm flock is to be further enlarged. Labor-saving devices include pit roosts, feed room, and others.

An exhibit also included was a model of an automatic waterer which greatly simplifies this chore in poultry raising.

Brooding and range equipment included a 10- by 12-foot brooder house, a 9- by 12-foot range shelter, a barrel waterer, and range feeders. Furthermore, a complete set-up on brooding equipment—including stove, feeders, waterers, and litter—were properly arranged in the brooder house. This again emphasized the need for adequate equipment.



Egg-cooling and holding equipment were shown, illustrating to producers the proper method of caring for both hatching and market eggs. A graded display of eggs and dressed poultry stressed the importance of quality production and marketing.

Local poultry raisers who have been obtaining high annual production and a profitable rate of lay during the fall months attested to the value of the type of equipment being displayed and the value of the methods and practices discussed.

The County Poultry Improvement Day is spearheading the program of poultry improvement in Pettis County.

April - May 1948

Fair booths show war housekeeping

Home demonstration units from six western Kansas counties illustrated wartime homemaking practice in their booths at the Hutchinson State fair, according to Ella M. Meyer, district home demonstration agent in Kansas. Home demonstration agents working with a committee of women from each county planned the exhibits.

Cheyenne County's booth had an exhibit of methods of mending pans and other household equipment at home. "Ironing?—Take it Easy" was the subject of Pawnee County's display, which will illustrate how properly arranged ironing equipment saves energy.

Ford County women demonstrated savings resulting from home renovation and repair of furniture and repair of rugs. Comanche County's booth was devoted to encouraging conservation of clothing through use of the right methods of mending.

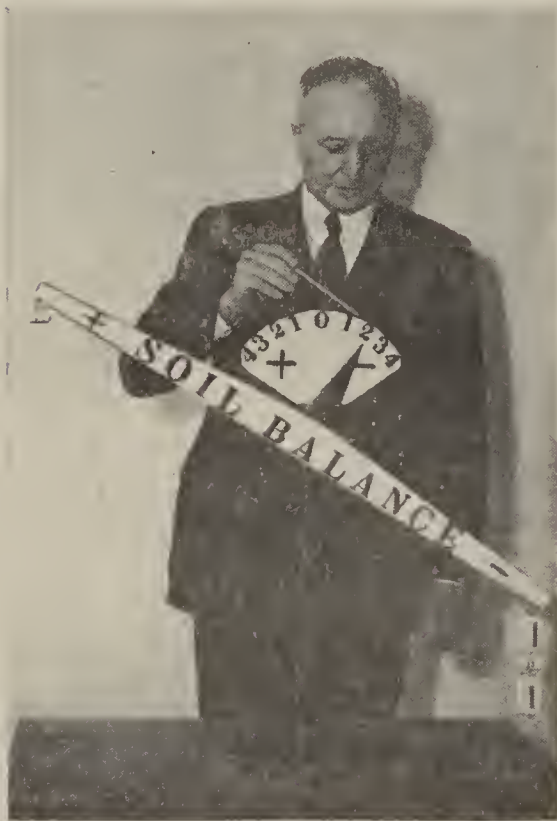
Care of the pressure cooker to improve food conservation methods was shown in Kiowa County's booth. Smith County women chose for their exhibit means of finding recreation at home, in order to conserve transportation and keep up the family morale.

December 1944

Large enough to be seen

■ With soil productivity balance an important part of the Missouri Balanced Farming Program, O. T. Coleman, extension soils specialist there, long has wanted some vivid way of showing farm audiences the effects of different crops, crop use practices, soil treatments, and soil conserving measures on the soil's productivity.

Finally, this past winter, he began working on a balance large enough to be seen by audiences and yet accurate enough so that by adding weights to the positive (+) and the negative (—) sides of the balance there would be presented a more understandable picture to the listener. After much sandpapering, painting, weighing, and adjusting, he now has a scale-like balance which he uses in many of his talks. He has found that it helps him present a subject that is rather difficult to explain.



He starts out by telling that soil balance is affected by cropping and management factors, how much being shown in the Missouri Balanced Farming Handbook, a copy of which he holds in his hand. He recites some of these factors and then shows how a common Missouri 2-year crop rotation of corn and small grains affects the soil fertility.

The cornstalks are left on field; the whole small grain crop is removed with a binder or mower, and the fertilizer added amounts to about 325 pounds of average commercial material per acre. To represent the effects of the corn, he puts a weight of 1 and another of 0.35 on the minus side and then hooks on another 1 for the small-grain depletion effect. For the fertilizer, he puts on a 0.25 weight on the plus side. However, the whole corn-oats rotation, with the 325 pounds of fertilizer per acre, results in a loss of approximately 2.1 percent in soil productivity for the 2 years. He points out that this figure does not include erosion. Usually, someone asks what would be the effect of erosion; and he has weights to show such losses on an average slope . . . which further depresses the minus side of the balance.

He then shows that the balance, without considering erosion, can be swung to the plus side by growing sweetclover, utilizing it for pasture and plowing it under, and by adding slightly larger amounts of commercial fertilizer. However, if erosion is considered, contouring and terracing are needed to keep the soil fertility on the plus side.

Mr. Coleman can assemble the complete outfit quickly and move it easily.

Extension Service Review for August-September 1947

What makes the show click?

FRED L. WEBSTER, County Agent, Waldo County, Maine

What Makes the Show Click

■ There is no mystery about how American agriculture turned in 5 years of record production despite dwindling supplies of labor. Many factors contributed to this achievement. Among the most influential are clever labor-saving ideas, methods and devices developed by farm people, and the farm labor-saving shows through which these new practices and tools have been carried to many other farmers. In Maine, 21,613 farmers and homemakers attended 21 of these shows this year. In other States equally impressive records of farm-wide interest have been piled up.

Sound Preparation Counts

What makes a farm labor show click? Well, take a look at one staged on March 7, at Belfast, Maine, a town of 5,000 people.

Twenty-two hundred Waldo County people attended our show. In discovering why so many farm people came to Belfast, an examination of the preparatory work done before the show came to town is revealing. When the Maine Extension Service announced that a caravan of home-made labor-saving equipment would make a State tour and that a show would be held in every county where displays of local exhibits would supplement the State's contribution, a challenge was presented to county agents.

The idea was new. Nothing like it had ever before been tried in Maine. Some folks were skeptical about getting satisfactory results. Since the show was to function through a local committee, it was decided to make the committee a county-wide organization representing all interested in civic and social developments. Cooperation of the grange, school unions, Farm Bureau, Extension Service, civic organizations, and chamber of commerce was asked. Persons who had conducted farm machinery repair schools during the war, and who had aided in building much labor-saving equipment, were invited to help.

Committee members were assigned to find items for local exhibits, organize community groups, develop publicity, get a location for the show, and arrange for transportation of exhibits. For a month before the show, Muriel Beal, home demonstration agent, and Lois Cohoon, 4-H Club agent, worked closely with their groups. We consulted regarding agricultural displays and all of us talked about the coming show at community and county-wide meetings.

The editor of the local weekly newspaper developed full publicity. The secretary of the Belfast Chamber of Commerce, president of Unity Civic Improvement Association, grange lecturers, and school superintendents helped him with news stories. Most everybody in the county, it seems, was some sort of a labor-saving show press agent during the month preceding the exhibit.

During the final week of preparation the daily contributions of the Maine Broadcasting Service and the Maine Agricultural Extension Service in their radio programs were of special value. The "labor-saving" mouse-



County Agent Webster ready for action

trap, some 50 years old, and the "Farmers' Special" train run by the Belfast & Moosehead Lake Railroad were played up in the news. The railroad, operated entirely within Waldo County, had received much national publicity as the "Cracker Barrel Railroad." This train works local freight on its morning run into Belfast. In entertaining the passengers during long stops at stations the day of the show, a Belfast girl played the accordion and sang.

Everyone Takes a Hand

The secretary of the chamber of commerce aroused Belfast's civic spirit. The proprietor of a large poultry dressing plant donated space for the show. Welcoming posters and banners were displayed by stores, and many of them had special "Farm and Home Labor-Saving Day" sales. The high school orchestra gave a concert at the show. The local theater had a special program, and as a grand finale in the evening a basketball game and a dance were held.

There were many excellent exhibits, among them being stable gutter cleaner, poultry house, tip-up trailer for hauling farm machinery, truck-drawn conveyor for loading sweet corn, long hay blower, kitchen cabinet, sewing cabinet, laundry helper, home-made rug loom, and the "labor-saving" mousetrap. More than 100 different articles were on display with 200 lineal feet of 4 by 6 ft. panels containing pictures and charts.

Many New Contacts Made

To sum it all up, the committee did a thorough job of organization and publicity, and obtained outstanding local exhibits. Organizations represented in the committee cooperated perfectly.

In appraising the value of the show, one should not overlook the contacts made with many people who could not have been reached in any other way. They requested more than 2,000 bulletins, leaflets, blueprints, and plans.

Maine people like to see a show, and if it is a good one, they will get to it even if they have to walk. Belfast had a good show. The people came.

Extension Service Review for August-September 1947

New York's demonstration train shows to 68,500

■ An 8-car special exhibit train toured the rails in New York State for 3 weeks in April, making about 40 stops and showing approximately 68,500 people some of the latest and most practical developments in farm and home research.

This is the first time in about a quarter century that such a demonstration train has been sponsored by the State colleges and the railroads. The first demonstration train was sponsored in 1909 when professors and their assistants gave short talks at scheduled stops during a period of 3 or 4 days to a total audience of about 25,000 people. The next year, in 1910, the first fruit special toured the northwestern part of the State for 5 days, with an attendance of 15,000. Four other specials were sponsored that same year carrying exhibits of cattle, poultry, and other livestock, as well as numerous crop exhibits. Lectures and demonstrations were given on dairying, cow testing, butter making, poultry raising, alfalfa growing, and pasture improvement.

Sixteen specialists lived on the train to explain the exhibits, answer questions, and were ready to describe some of the new things in research. Their schedule ran something like this: Up around 7 a. m. each working day; breakfast, 7:45 to 8:30; open for business at 9 to 12; dinner 12:30; another showing, 1:30 to 4:30 p. m.; supper, 5:30 to 6:30; and on some days an evening performance started at 7 or 7:30.

As the train came to a stop the county agent of that county boarded the train and assisted the specialists in explaining the educational exhibits.

The train was made up of a flatcar with a full-size buck rake mounted on a truck and a long hay blower. A baggage car came next with an agronomy exhibit of hay and pasture mixtures and models of hay-making equipment. Next, a coach featured plans and methods on a modern dairy farm. The vegetable car showed, among other things, new weed sprays, new varieties of potatoes, and a home-made freezer. The poultry car featured labor-saving arrangements, poultry house ventilation, and egg handling.

The home economics cars always had a full house. One car was devoted largely to labor efficiency in home work centers: A wide ironing board, an improved sewing cabinet, and ideas for an efficient dish cupboard. Comments overheard ran something like this: "I could easily do that in my kitchen," or "I'm certainly going to try that."

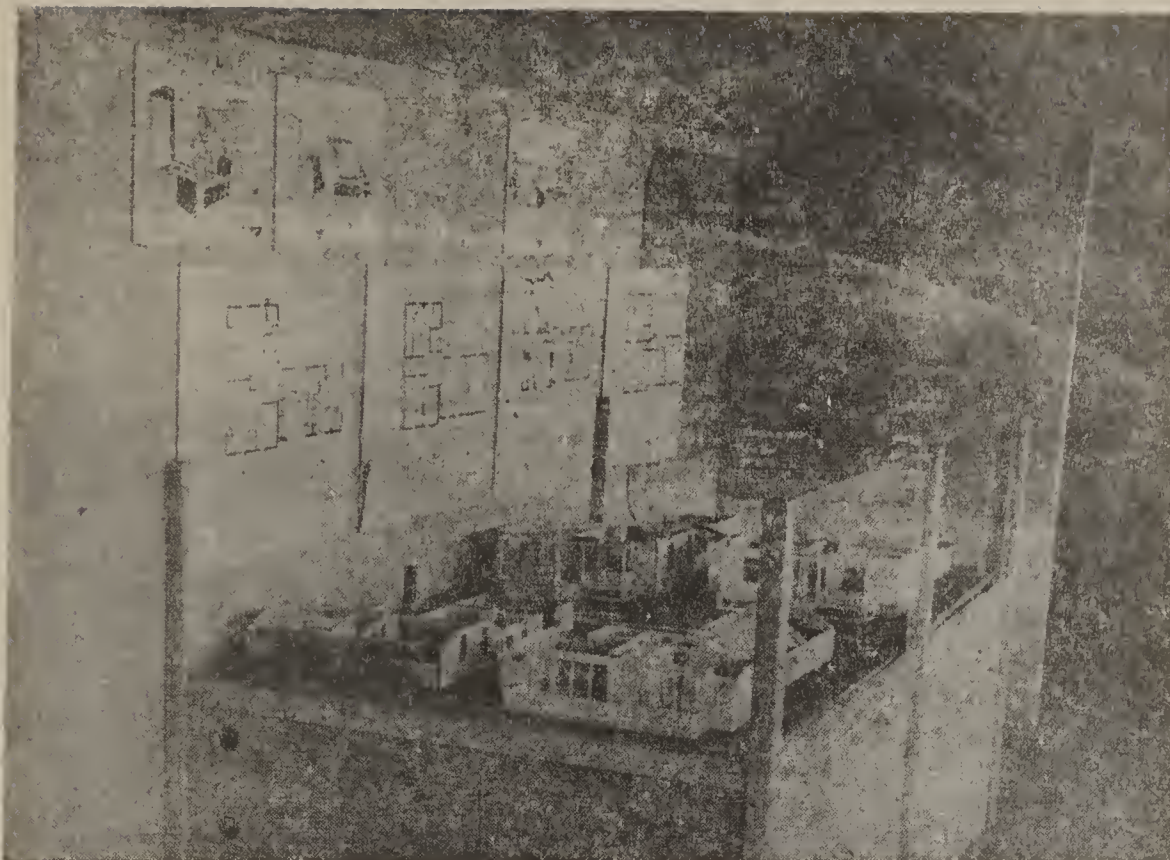
The last car was a rural housing exhibit with a model of a farmhouse as it now stands and as it could be improved. It also had a model tenant house. This car, too, proved almost a bottleneck, visitors were so eager to look at the plans and models there.

At many points school was dismissed so the agricultural and home economics students could visit the Farm and Home Special, and often the

Associate Professor F. S. Erdman, of Cornell University, screws in the lid fastener on the Flamglas and corkboard-insulated freezer which was exhibited on the Farm and Home Special.



Extension Service Review for June-July 1946



The housing car showed a model of a farmhouse as it is today and as it might be remodeled.

railroad siding was lined with school busses bringing them from near and far.

The soil test showing laboratory apparatus in the agronomy exhibit attracted considerable attention, as did also the dairy, poultry, and vegetable cars. The train received wide publicity as it rolled along. Officials of the Canadian National Railways came from Montreal to board the train at Malone, as they are planning a similar train next year in Canada.

The New York Times requested 15 pictures for an overseas edition which will carry the news of New York's Farm and Home Special even to foreign countries. Life magazine spent a day and a half taking pictures.

An illustrated printed report and a detailed statement are being prepared for general distribution for the benefit of other States wanting to know how the project was organized, the cost, and what to avoid, as gained from the experience in New York.

June - July 1946

Pioneer kitchen exhibited

A feature of the Davis County (Iowa) Fair and also of the Iowa Centennial State Fair was a pioneer kitchen exhibit prepared by rural homemakers in Davis County. The log cabin structure displayed articles used in homemaking 100 years ago.

This was an outgrowth of the work in kitchen planning done during the year. Because of their interest in kitchens the women decided to develop the kitchen centennial idea. The exhibit was remarkable for its finished detail and for the number of people in the county who contributed some old article or some facts about kitchens of 100 years ago. This part of the State was one of the first settled, and the many old-timers and their descendants took a personal interest in making an accurate and complete exhibit. The common interest created and the teamwork developed by the exhibit committee contributed a great deal to community interest all the time the exhibit was in preparation.

When the kitchen first made its appearance at the county fair it was a center of fun in the sharing of old-time experiences. At the State Fair, the pioneer kitchen was shown in contrast to the modern streamlined kitchen exhibited by Mahaska County and the supplementary utility room exhibited by Washington County.

January 1947

Pantry stores went on parade

■ Arkansas homemakers were given an opportunity to view adequate, high-quality, well-balanced food supplies during Parade of the Pantry Stores Week, sponsored by the Extension Service of the University of Arkansas College of Agriculture, October 15 to 20.

County activities during this week included tours to home demonstration club members' homes, displays in store windows, study of food supplies based on the "basic 7" food groups, and observation of proper storage facilities.

In Greene County, 11 stores had food-preservation displays prepared by the home demonstration clubs. Subjects for the displays included vitamins from the pantry shelf, a day's food supply from the pantry shelf, fall gardens, modern canning equipment, and a year's canning budget for one person.

One day of the week, Greene County club members gave demonstrations on canning tomato juice, testing jar lids and pressure cooker gauges, making kraut and brining pickles, and canning fruits and vegetables in a local theater. These demonstrations were given in one store window.

4-H Club members in this county also had a display. Each member was asked to bring two jars of canned food for a store window.

A 16-year-old 4-H Club member in Grant County made certain her family would not worry about a shortage of

food next winter. She followed a food-preservation budget which included not only canning, but brining, drying, and the making of jelly and preserves. This 4-H'er has carried a demonstration in food preservation since 1942 and, during this time, has canned 1,081 quarts of food. Her pantry stores were "on parade" during the week.

Ashley County homemakers had a store window exhibit of canned food. This food was sent to the Arkansas Children's Home and Hospital. Also emphasized in Ashley County was proper storage space. This included a visit to a newly built sweetpotato storage house.

Members of Logan County home demonstration clubs brought to their October club meetings one jar of canned food with a recipe for using this food. Canned foods were spotlighted during the week, and also emphasized in meetings and activities throughout the year.

A food preservation booth at the Farmer's Curb Market during the summer was sponsored by the Pulaski County home demonstration agents. They gave demonstrations on testing pressure cooker gauges, canning fruits and tomatoes, making sauerkraut, and preparing vegetables and fruits for drying. An exhibit of fruit, vegetables, and meats, along with a recommended canning budget, was also on display in the booth.

December 1945

Models show how labor can be saved

■ Sore backs and strained muscles are getting fewer and less painful in and around Bay County, Mich., because of the work that Albert Festerling, emergency farm labor assistant, and W. E. McCarthy, county agricultural agent, are doing to encourage use of labor-saving devices.

To more effectively show what home-made equipment can accomplish about the farmstead, an elaborate project of building and demonstrating models of labor-saving devices was set up last winter.

Says Mr. McCarthy: "The project seems to have awakened the people of the county to the fact that they, with a little initiative and perseverance, can construct right on their farms many things that will save them much time and labor in the future. Their imagination has been stimulated and is resulting in action. Two farmers have built improved potato seed cutters; another is adapting his potato digger for picking up beets from the windrow; others are building baled-hay elevators and other machines.

The project was Mr. McCarthy's idea. Says Mr. Festerling: "He called me into his office one morning early in December. I could tell by the twinkle in his eye that he had something up his sleeve. 'Albert, do you think you could make some models of the grain elevators and the buck rake that we have been telling folks about?'"

Mr. Festerling thought he could and went to work. The first few models aroused so much interest that others were made. Many hours of work have gone into a total of 10 working

models. They are: Inclined grain elevator, vertical grain elevator, transport sweep rake and power lift, rat trap, chick brooder, pig brooder, power saw, gutter cleaner, grain bag holder, and drill press. The elevators were built full size except for length.

These labor-saving devices have been demonstrated at 18 meetings in various parts of Bay County before a total audience of 1,497. They were also shown at 4 meetings outside of Bay County with 815 attending.

Mr. Festerling is realistic when he puts on his demonstrations. He shows each machine in operation and even goes so far as to actually catch a rat in the rat trap. (Where he procures the rat each time at the right moment, he doesn't explain.) Details of each machine and its construction are pointed out, and interested farmers are told where they can get materials and how much they cost. Models have also been displayed in store windows, and considerable work has been done with Future Farmers of America chapters in the county.

■ Sheep flock improvement work in Griggs County, N. Dak., is getting a big boost through the operations of Gordon Hanson, former 4-H Club member.

Hanson became interested in sheep in connection with his club activities. Now he is running a traveling sheep-dipping tank and doing custom dipping for tick control throughout the county, according to George Simons, county extension agent. He expected to dip more than 5,000 head for sheep owners of the county.

November 1945

Home war work exhibited

■ Something different in the way of an exhibit was arranged last year by the Colorado Home Demonstration Council for their booth at the Colorado State Fair. As well as having a very attractive and informative booth, arrangements were made so that each day home demonstration women actually gave demonstrations of some of their many activities. The large crowds which gathered to watch testified to the success of the

undertaking and the interest of both women and men.

Monday, Mrs. Marguerite Lindsey of Larimer County gave demonstrations on newest and shortest methods of ironing men's shirts and easy methods of fireproofing ironing-board covers and other household materials.

Tuesday, Mrs. Lea Adams of Custer County showed the simplest and easiest method of cleaning rugs and upholstered furniture. During her

afternoon demonstration, 90 women and 10 interested men observed the demonstration; at night, when it was repeated, there were 125 in attendance asking many questions.

Easy mending of overalls and underwear on an old-style sewing machine was given by Mrs. Fred Evans of El Paso County on Wednesday. When she demonstrated the 1-minute overall patch, the spectators were five deep. She emphasized the value of a sewing machine patch on overalls to prevent farm accidents.

A group of Pueblo County 4-H girls showed their first-aid training and gave an exhibition of the more common emergency bandaging.

Friday brought a splendid display of frozen food and a discussion of methods used in preparing it.

The central theme for the booth, Home Demonstration Clubs War Work, was set forth by a large sign in the center of the back wall. On either side were lists of activities showing what the club members have been doing in the home, in the community, nationally, and internationally. The exhibit centered on a farm family of puppets—Mother canning apples, Father bringing in produce, Daughter helping and learning through her 4-H work, and even Grandpa helping with the harvest.

The rest of the exhibits in the booth depicted some of the demonstrations given during the week. The various methods of food preservation were brought out, and exclamations were many over the good-looking jars of food. A partially cleaned rug and a jar of soap jelly called attention to this easy method of cleaning. A large doll on a stretcher, covered with multiple bandages, created much interest and showed the work being done with first aid.

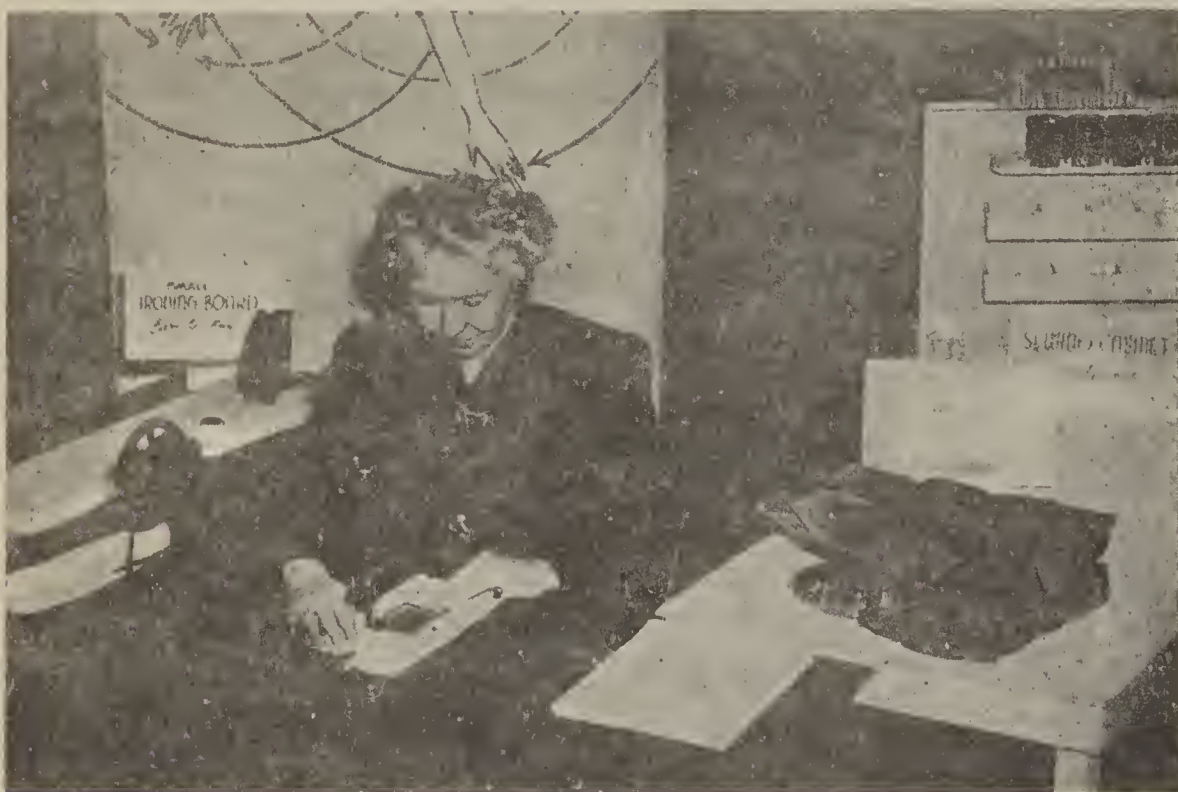
On the other side of the booth, behind the table used for the demonstrations, was a card table on which the new-type ironing board rested; an old burned ironing board cover on the wall behind it attracted much attention and caused many ladies to ask for the recipe for fireproofing their own when they reached home.

The entire booth was attractively bordered with the colors of the Colorado Home Demonstration Council—green for the promise of springtime and gold for the fulfillment of harvest.

Labor-saving caravan shows to 60,000 people

■ "My husband just barely waited to get back home before starting to build a labor-saving device he had seen at the labor-saving caravan show."

The exhibits were assembled at Madison by members of the Extension Service under the direction of Arlie Mucks, State supervisor of emergency farm labor. The display was in-



A continuous demonstration of the "One-minute" patch made the homemakers' exhibit a center of interest for both men and women.

This incident reported by a farmer's wife occurred when the family visited the farm and home labor-saving caravan which toured 53 Wisconsin counties early last spring. The caravan of labor-saving devices was employed by the Extension Service as a means of demonstrating ways in which farmers and their wives could save hours of time and back-breaking work.

Every piece of equipment shown in the caravan was a device that could be made at home with materials at hand or with the help of the local blacksmith. Extension specialists accompanied the caravan on its entire tour, giving demonstrations and answering questions.

The interest aroused by the caravan and the benefit derived from the exhibits may be measured to some extent by the fact that 45 Wisconsin counties featured home-made labor-saving devices at their county fairs.

creased at most places by local farmers and their wives who had other handy devices to add to the list. The tour was started with about 100 separate items showing improved devices for such jobs as haying, handling grain, poultry raising, livestock feeding, kitchen and laundry improvements and hints for installation of building improvements. The exhibits were hauled from county to county on trailers and trucks.

The displays in the 53 counties were viewed by more than 60,000 visitors. Local county and home demonstration agents made all local arrangements, planned publicity, assisted with setting up exhibits, arranged for lunch service, provided local leaders to assist with loading and unloading exhibits, putting on demonstrations, answering questions, and getting the participation of farmers and homemakers.

Extension representatives were on

hand to answer questions regarding the labor-saving or safety features of the machinery or devices.

In the heavy machinery section, interest seemed to center around the tractor mounted buck rake, the wood-splitting machine, hay hoist, and barn cleaner.

Among the simpler labor-saving devices which brought many comments were a steel barrel split lengthwise used as a dipping tank, a sack filler using a pail with the bottom cut out, a two-wheeled cart to help in hanging out clothes, a feed cart, a milk can carrier, a sack carrier made out of an old lawn mower, and a home-made lime spreader.

The quick milking demonstration was observed by thousands of enthusiastic farmers from 10 a. m. until afternoon chore time.

Big machines and little gadgets were shown by farmers themselves in every county the caravan visited. Exhibits showing ingenuity of farmers included a home-made wood splitter which split wood any standard stove length just as fast as a man could pile it, a hand saw and sender, a tree cutter that cut 20 trees per hour, an open-end hay wagon rack that would crank half a load of hay to the front after the loader filled the back half, a device for rolling wire on a stone boat, lime and fertilizer sower, electric cellar pump, fence post puller, electric post-hole digger, sheep-dipping tank, stock feeder, and a garden cultivator.

A special section of the exhibit was devoted to ways in which women can save time in the farm home. Exhibits were designed to suggest easier ways of doing four big jobs—laundering, meal preparation, sewing, and caring for children.

A model of a kitchen cabinet showed a good organization of materials for mixing and baking. A work table on wheels, handy for setting or clearing the table, canning or other kitchen tasks, had a top covered with linoleum.

On the theory that good posture makes work easier, a device for checking proper working heights was demonstrated. Other exhibits included ways of adjusting ironing boards for height and width and of correcting heights of tables and other working surfaces.

Homemakers crowded the sewing center all day where continuous demonstrations were given of methods for putting on a patch by using the sewing machine. Another interesting display for women showed convenient grouping of sewing machine, cutting table, pressing board, and sewing cabinet to bring everything needed within easy reach.

Safety Quiz Added Entertainment

A safety quiz program created interest and excitement during different periods throughout the day at every exhibit. Attendants who answered questions correctly received a silver dollar as a prize.

The large number of requests for plans and blueprints for the equipment shown on the caravan indicated the interest in the models displayed. More than 7,000 signed requests for designs, and plans were mailed. About 340 plans for buck rakes were sent out, 316 for hay hoists, 250 for

silage carts, 230 for orchard ladders, and instructions for making laundry carts and other equipment displayed in the homemaking section were sent out.

There were no long speeches and nothing to buy or sell. Farmers were permitted to study equipment at their leisure with the help of extension specialists, homemakers, 4-H Club leaders, Farm Security personnel, vocational agricultural and home economics instructors.

In an editorial entitled "Professors, Take a Bow" a leading State paper made the following comments: . . . "the university's demonstration of labor and time savers . . . ought to remind both town and city folks of the debt they owe to the colleges of agriculture all over America and to the professors and research assistants and field demonstration men. Because of their constant search . . . the depleted manpower on America's farms has been able to keep the Nation's larder from exhaustion."

November 1945

Clothing exhibits

What's in the bag? Mrs. Jones or Susie Brown who sees a West Virginia home demonstration agent carrying 1 or 2 suitcases to her meetings may be correct in guessing that it is part of the work clothes or children's exhibits which were made by the home demonstration agents using the USDA patterns. These exhibits belong to the State and are booked to be borrowed by county workers. Already 8 counties have used them in 89 meetings with 1,506 people in attendance.

Last year West Virginia women extension workers were given training in clothing construction and sewing machine care at a regional group workshop. Miss Alice Sundquist, clothing specialist for Extension Service in Washington, was the instructor. It was at these meetings that the exhibits were made.

September 1946

Canning caravans tour New York

■ Seven counties in New York organized canning caravans to help local communities with their canning problems. The caravans were sponsored by the College of Home Economics at Cornell University and the State Emergency Food Commission.

Arrangements were made with the American Red Cross to obtain regular canteen kitchens for use as canning caravans in five counties. In the other two counties, St. Lawrence and Wyoming, trailers belonging to the local extension office were used.

These mobile canning units were manned by home demonstration agents and other food consultants and toured the principal communities in the counties. Each unit seated six or seven people at a time. It was equipped with stove, running water, cupboards, lights, and all types of canning equipment. Gages for testing pressure cookers and a good supply of canning bulletins and leaflets were always on hand.

Anyone could bring in cans of

spoiled food to have them analyzed by nutrition experts to determine the cause of spoilage and its remedy. Advice on how much to can for individual families and any other help needed was freely given. Each caravan served as a canning information

center and a canning clinic as long as it remained in the community.

In addition to St. Lawrence and Wyoming, Broome, Albany and Rockland Counties and the cities of Buffalo and Rochester organized such caravans.



Extension Service Review for October 1945

How to stretch farm labor

■ Elburn is a busy Illinois town with a population of about 600. It was never busier in all its history than when the labor-saving show came to town February 2. Snow and cold didn't keep the farmers and their wives away. They brought in more than 66 home-made labor-saving devices and "gadgets" to enter in the prize contest. Attendance was estimated to be at least 1,500 persons.

County Farm Adviser A. C. Johnston, of Kane County and his staff were busier than cranberry merchants. Besides the home-made devices brought in by Kane County farmers over snowy roads, there were two truckloads of devices, display panels, and movie and sound equipment from the College of Agriculture of the University of Illinois. This material would make a show in itself, but the home-made material entered invariably was the high spot of the show. Farmers are saving hundreds of man-hours annually with these devices. The department of agricultural engineering expects to combine the best ideas exhibited at the shows and prepare plans for making home-made equipment. These plans will be made available to all farmers in Illinois.

Three separate places were used to stage the labor-saving show in Elburn. One was an implement building where the home-made "gadgets" were displayed. The second was a vacant store where the College of Agriculture panels and labor-saving devices were set up. The third was the basement of the town's largest church, which was filled to overflowing with the crowd that came to see the movies and hear the speaking program.

The local entries ranged from a home-made farm tractor to a simple float control switch for pumping water to a stock tank and a self-unloading feed wagon. Prizes are awarded on the basis of the amount of labor saved and the practicability of the devices in the opinion of local judges. At Elburn, entries were received from several nearby counties, which were brought in despite the wintry condition of the roads.

Prizes for county and State-wide winners were offered by a national

foundation and public utilities company in northern Illinois. These were often supplemented by local prizes of war bonds, war stamps, and merchandise, according to P. E. Johnston, State farm labor supervisor. The shows were widely publicized by newspapers and radio stations. Special coverage of the opening show at Urbana, January 12, was given by WILL, the University of Illinois station, which has carried a daily report of each show. The "Dinner Bell" program, a regular noon feature on Station WLS, Chicago, was broadcast from the second show at Havana, January 17; and such widespread interest was shown by listeners that daily reports on each of the remaining shows were carried by this station.

"But chief satisfaction for those who were responsible for these labor-saving shows was the fact that farmers used the shows as a place to share ideas and discuss ways and means to meet the toughest crop-raising job on record," says State Supervisor Johnston. Speakers at the shows found attentive audiences when they discussed practical methods of saving labor. Here are five suggestions which formed the

keynote of the gatherings: (1) Plan your chores to save time; (2) use machinery efficiently to eliminate as much work as possible; (3) exchange labor and machines with your neighbors; (4) rearrange the fields to save labor; (5) plan crop acreages and livestock production to use available labor to best advantage.

The home side of the labor-saving problem was not forgotten. The exhibit, *Homemakers Can Save Time, Steps, Stoops and Energy*, proved exceedingly popular with the women.

The committee in charge of planning and staging the shows was composed of W. D. Murphy, assistant State farm labor supervisor, chairman; K. H. Hinchcliff, assistant professor of agricultural engineering extension; J. E. Wills, assistant professor of agricultural economics extension; Mrs. Madge L. Little, assistant State farm labor supervisor in charge of the Women's Land Army; and Henry W. Gilbert, district farm labor supervisor. The Illinois Farmers' Institute also cooperated in staging the shows which continued through March 2 to make a total of 24 shows distributed over all sections of the State.

T. J. Shambaugh, farmer, who is a graduate of the U. of I. College of Agriculture, also helped stage the shows.

"The home-made hack saw works to save time and labor," explains Farmer Martin Wettke at the Carbondale, Ill., show. County Agent John L. Walter of Massac County is one of the interested onlookers.



Oregon labor-saving exhibit draws big crowds

■ When the emergency farm labor office in the Oregon State College Extension Service decided late in November to conduct a series of farm and home labor-saving equipment demonstrations, J. R. Beck, State farm labor supervisor, and his staff knew there would be a lot of interest in work simplification and labor-saving devices among farmers and homemakers.

But after the series of 31 different demonstrations which covered 17 of the 18 counties west of the Cascade Mountains got under way, even the farm labor staff was surprised at the size of the turn-outs and the intensity of interest.

Without exception, the crowds attending the demonstrations were larger than anticipated. Some of the exhibit locations, which included grange halls for a third of the showings, were inadequate for proper handling of the large numbers. Those attending were not motivated merely by curiosity, either. The men gathered around pieces of farm equipment displayed by the Extension Service and machinery brought in by local farmers and remade and improved mentally and orally most of the pieces shown. They really were interested.

Women carefully studied the home-making exhibits and listened attentively to explanations of work simplification in the home. They then brought their husbands in to show them the exhibits—that is, if the menfolk were not already inside viewing some of the farm and home exhibits, or giving attention to a practical demonstration on how to iron a shirt in 5 minutes through use of a wide ironing board, which may easily be home-made, attached to the regular ironing board.

Attendance was about equally divided between men and women, but whereas relatively few women went through the machinery demonstrations most of the men were definitely interested in the kitchen, laundry, sewing, food, and other exhibits. It was not an unusual thing to see men measuring shelves, drawers, and space in the kitchen sink or mixing

units, or taking notes on the portable wood box, the kitchen utility table, or the laundry cart—until they were told that complete plans and specifications would be sent to them by their county agent or home demonstration agent if they would check a prepared bulletin and circular list.

Only circulars and bulletins relating directly to the demonstration were listed. Most of these were new publications prepared in connection with the exhibits by Clyde Walker, extension agricultural engineer, and Mrs. Mabel Mack, extension nutritionist, both of whom are now serving as assistant State farm labor supervisors. The signed requests for publications will enable county agents to check on how well farmers and homemakers have utilized this information.

Planned and Assembled in 6 Weeks

Although much more time could well have been used in planning, building, and assembling the demonstration, Mr. Walker and Mrs. Mack did an excellent job of getting their farm and home exhibits together in less than 6 weeks. At the same time, they had to arrange for schedules, places to show, hotel reservations for the traveling crew, and a score of other details in cooperation with the county extension staffs. Although the demonstration was well organized as it went from one county to another, the success of individual showings depended primarily on the cooperation of county agents and home demonstration agents who were in charge of county arrangements. This cooperation included publicizing the event through localized news stories, news pictures, and radio announcements provided by the State office, assistance in setting up the exhibits, arranging for halls and serving of lunches, and most important of all, getting local farmers and homemakers to participate.

The most successful meetings were those where the county agent called on local farmers to bring in their own pieces of labor-saving equipment to supplement the machinery carried on tour by the college. At Salem, for

example, County Agent Jerry Nibler assembled 25 different pieces of home-made equipment from Marion County farms, ranging from a hop stake setter to a home-made tractor. The demonstration was held at the State fairgrounds, and the nearly 2,000 persons attending brought back memories of the annual pre-war State fair. Home demonstration agents likewise received assistance from their home economics or grange committee members who helped explain the various exhibits or served lunch.

More than 12,000 persons saw the 21 demonstrations during the last week in January and through February, Mr. Walker and Mrs. Mack estimate. The largest crowd was nearly 2,000 at Salem, but attendances of around 800 and 900 were not uncommon. Farmers brought in a total of about 200 different pieces of equipment, and even a few local home conveniences were displayed. Nearly 14,000 bulletins were requested by those attending the demonstrations.

Local equipment included such items as a bale loader, turkey feeder, orchard rollers, chick waterer, buck rakes, plant-setting machines, hop drag, tractor buzz saws, power drag saws, trailers of various types, post-hole diggers, milk carts, hand trucks, fertilizer spreaders, weeders, onion planter, potato planter, self feeders, feed carts, power shake splitter, manure loaders, prune tree shakers, spinach cutter, weed sprayers, sack and bale loaders, filbert blower, beet topper, post puller, dusters, leveling blades, walnut picker, vegetable seed planter and fertilizer, bean wire reels, cultivators, strawberry weeders, brooder houses, and scores of others.

Among the farm equipment carried on the tour were a manure loader, buck rake, rust preventive exhibit, post hole digger, drag saw, army truck, model cattle guard, and pig brooder. A fence post exhibit, showing results of experiments in treating fence posts conducted by the Oregon State College of Forestry for the past 17 years, attracted wide interest among farmers and headed by a wide margin the list of requests for additional information.

Among the exhibits prepared by Mrs. Mack, the portable wood box, kitchen utility table with lapboard, laundry cart, sewing cabinet, sink



This local device—a power pick-up attached to a truck—attracted attention at the Polk County, Ore., labor saving demonstration.

unit, and sectioned drawers, vertical shelves for pans and half shelves proved very popular. The home-makers' exhibits also included one on nutrition in charge of Frances Alexander, executive secretary of the State nutrition council; a laundry exhibit and ironing demonstration in charge of Mrs. Helen Arney; and others on adjusting work heights, food storage, food conservation and preservation, kitchen storage, posture, draft cooler, and a complete exhibit of work clothes for women provided by the Bureau of Home Economics.

The program was arranged to allow time for moving pictures and slides on haying, nutrition, and other farm and home subjects. The entire program stressed work simplification and labor saving—and judging by the interest shown, those in charge feel that the results were highly gratifying.

April 1945

Demonstration day in Washington

■ Enthusiastic farmers are greeting the Washington Demonstration Day, with its "guides to successful farming," as it rolls through the second month of its tour. With some 20 well-attended meetings now behind it, the program will go into most of the remaining counties of Washington State before the end of March, to complete the 3-month tour of demonstration "open-houses" sponsored by the Extension Service.

The program got under way January 16 on the State College of Washington campus when farm leaders and representatives of farm organizations okayed a "kick-off" preview. Most of these "guides," planned in cooperation with farm leaders and organizations, are being demonstrated by State extension specialists.

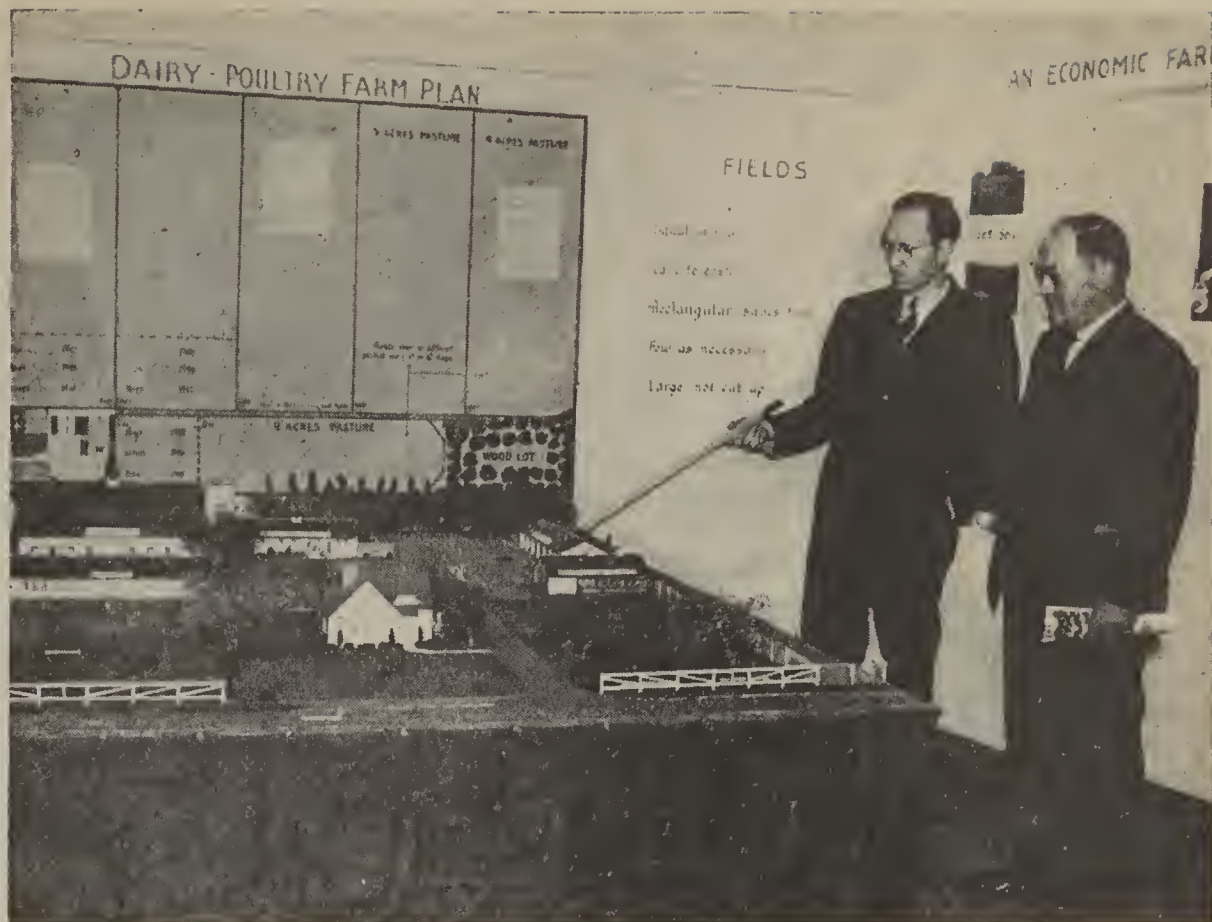
Model Farmstead Featured

One of the high lights of the program is the section on resettlement, which emphasizes the importance of economic farm units. The demonstration features a model farmstead, complete with buildings arranged for convenience and efficiency, and a display of six local soil profiles showing relation to farm income.

Another model 20-acre farm is a section of the poultry demonstration, made to illustrate poultry farming as a way of making a living. The farm is complete with a dwelling, egg house, laying houses for 2,000 chickens, small barn, portable brooder house to brood 2,400 mixed chicks, and even fences.

In the dairy field a model Washington approved milk house with proper equipment is being shown. A demonstration on control of mastitis and one on inheritance in dairy cattle are demonstrated with live animals. Demonstrations are also being given on the control of cattle grubs and hot-iron dehorning of calves.

The WSC army jeep, with trailer attachment and farm implements, is being demonstrated by Howard Deterring, a Lewis County farmer, for possible post-war use. A home-made garden tractor, perfected by O. O. Torrey of Opportunity, is also being shown, along with other labor-saving equipment.



A model farm in the resettlement section is one feature of Demonstration Day. This farm typifies a suitable farming unit, planned for greatest convenience, fulfillment of purpose, and conservation of labor. Arthur J. Cagle, extension economist in farm management, is explaining it to Richard Hedges, chairman of the agricultural committee of the Washington State Grange.

Other sections in the agricultural division include a fruit tree exhibit showing the value of approved practices in pruning and fertilization of fruit trees, an exhibit on potato leaf roll and late blight, an exhibit on rat control showing rat harbors and how they can be eliminated, and a full-size model vegetable and fruit storage unit. A projector is being used to show fruit slides.

Homemakers have approved a full-size utility room which combines the washing, ironing, and sewing centers. The utility room has been set up for most efficient service and embodies some new devices to save steps and time.

The food carnival boasts ferris wheel of good freezer locker containers and a merry-go-round of good home-canned foods and different kinds of spoiled or discolored canned foods. The manager of the carnival who is trained in canning explains why these foods have spoiled and answers personal canning questions.

A display of materials needed for a farm freezing plant, including a compressor, valves, strainers, dehydrator, a model coil, and other equipment is explained to homemakers interested in home-built freezing plants.

March 1945

An exhibit to stop the crowd

■ You don't need a purple cow to make people stop, look and talk! With the maze of color, design, and confusion at fairs it takes something to make a crowd tarry for an instant.

How to apply the principles of design and display in booths was the subject discussed at a school held in Washington County, Oreg., last spring.

Requests for such a school were made by farmers' organizations, business firms, and home extension units to members of the county fair board. These groups expressed an interest in improving exhibits at fairs and festivals and asked that the Extension Service help with the instruction.

Curtis W. Reid, specialist in visual education, Oregon State College, reproduced pictures on a screen, by use of an opaque projector, of booths and displays from the Oregon State Fair,

Pacific International Livestock Exposition, and The Washington County Fair. Good and bad features of the exhibits were pointed out by Lincoln Wheeler, manager of the Land Products Show at the Pacific International, with the audience participating. Mr. Wheeler emphasized that a county fair booth should indicate that the designers had fun in making it, and should radiate an atmosphere of friendliness.

A focal point of interest, use of color, light, and background materials was discussed by E. H. Lane, a commercial designer. He stressed simplicity as one of the first principles in making an attractive booth display.

Washington County booth designers look forward to stopping throngs of people at fairs this fall by using principles of good design illustrated at the booth school.

November 1947

State fair in a store

■ War conditions which closed the gates of the Oregon State Fair at Salem for the duration also effectively blitzed Oregon's usual State 4-H Club home economics show and exhibits both last year and the year before. It appeared that county winners would be unable to participate in a State-wide exhibit again this year; that is, until one of the West's largest department stores heard about it.

Along in the summer, officials of the company in Portland approached H. C. Seymour, State 4-H Club leader in Oregon, and offered the facilities of its large tenth floor auditorium for the club exhibits. Seymour jumped at the offer, but first he needed some awards for the various State winners. Pacific International Livestock exposition officials, who have continued to sponsor the 4-H livestock shows at the Portland stockyards, although the big P-1 exposition itself is another temporary war casualty, immediately agreed to provide the awards for the home economics, crops and other exhibits in addition to the livestock awards.

The State 4-H exhibit was held at the same time as the P-I 4-H livestock show, the second week in October instead of the first week in September, which is usually the date for the State fair. Because of lack of space, entries were confined to the three top winners in each class of exhibits this year. But even so, 1,255 exhibits were shown, nearly half as many as in normal years at the State fair when each county was allowed as many exhibits as there were awards made in each contest.

People of Oregon, and especially Portlanders, seldom have been more conscious of 4-H Club work in a single week. Full-page store advertisements on club work, including pictures of county winners, were used on two days in the *Oregonian* and *Oregon Journal* in Portland, and the exhibits were featured in advertisements in both papers on 2 other days.

Posters throughout the store called attention of the thousands of shoppers to the exhibit in the auditorium. Four large display windows on one of Portland's busiest streets were given over

for a week to prize-winning exhibits.

Helen Cowgill, assistant State 4-H Club leader, said the store offered all the help possible and spared no expense in helping to stage the show. She was given the choice of anything she needed, or wanted, in the 14 stories of the block-square building, from the finest chinaware for the dollar-dinner contest to tables or other equipment for exhibits. Through a store official, the store supplied all of the equipment, including tables, built-in racks, decorations, posters, rugs, platforms, chairs, manikins, and even piped water and gas from the basement to the tenth floor especially for the club show. Thousands and thousands of Portlanders who are accustomed to attending all sorts of events in the store auditorium came and admired the 4-H exhibits.

On the closing day of the exhibit, the daily store bulletin, issued to its thousands of employees, contained this tribute to Oregon 4-H boys and girls:

"During the week we have had one of the most outstanding exhibits ever held in our auditorium. It was an exhibit of the many interests of the 4-H Club boys and girls in homemaking. The thousands who have been visiting these exhibits have been struck with the sincerity and diligence of these young boys and girls—young gardeners who proudly exhibit their produce; teen-age cooks who bake, cook, can, preserve, sew, and carry off the honors that adults would be proud of.

"The 4-H Club, in all its various activities, is definitely a character-building organization. In these times, when we are apt to spotlight juvenile delinquency, it is very encouraging indeed to see hundreds of young boys and girls demonstrating that they know the values of the real things of life. The wholesome attitude of these youngsters, their graciousness and general good manners, their respect for their elders, their pride in work, rank them as fine young American citizens.

"We say goodbye, 4-H-ers, reluctantly. You have every reason to be proud of your fine show. You have made friends for yourselves and for your organization. Your parents, teachers, and leaders may well be proud of you. In saying goodbye, we also extend to you an invitation to be with us again next year."

Eggstravaganza sells bonds

MRS. LENNA M. SAWYER, Home Demonstration Agent, Tulsa County, Okla.

■ As a climax to an intense campaign in Tulsa District to "Eat more eggs to have more eggs," the Tulsa County Council of Home Demonstration Clubs, in cooperation with a local radio station and the War Food Administration, Office of Distribution, held an egg and cake show in connection with the "take-off" for the Fifth War Loan Drive. The event was publicized as an "eggstravaganza." On Thursday, May 25, the full day was given to improvement of the egg-marketing situation. An exhibit of cakes using the greatest number of eggs was offered. Angel, sponge, and butter cakes were included. Classes of cakes were opened to junior girls, and a standard recipe was supplied. The show was open to everyone. City and country women competed against each other, and honors were equally divided after the judging. Girl Scouts, Camp Fire Girls, and 4-H Club girls were eligible to compete in the junior class.

In addition to setting up the plan to use large quantities of eggs in making many varieties of cakes and to exhibit eggs, the program included a banquet which featured eggs to maintain flavor and balance in the meal. The menu included: Deviled eggs en casserole, English peas, rolls, coffee, and jelly, spring salad, angel cake, and boiled custard.

Recognizing the difficulties of war-time transportation, the committee in charge, in the expectation that a large group would be present, conceived the idea of using the time to launch the Fifth War Loan Drive.

The program was much like Jack's bean stalk—it grew and grew and grew.

The home demonstration agent and the staff in her office met with representatives of the other cooperating agencies, and a bare outline of the program was decided upon. Immediately following that meeting, the home demonstration agent called a meeting of members of the home demonstration clubs of the county. A representative group met and filled in a number of the details needed to complete the plan. Committees were appointed for specific tasks. This group agreed to serve the banquet;

ask club members to donate food; charge every person who ate a meal, including the women who donated and prepared the food, 50 cents to defray the expense of premiums; and ask the cooperation of as many organized groups as possible. All details were assigned to these committees. Each chairwoman had full information of her duties and went out to do her own job with the help of a capable committee of women.

The job was a big one! The plan was to serve at least 250 meals. The premiums offered amounted to \$87.50, and enough tickets had to be sold to assure the premiums and cover the additional cost of the meal. Camp Fire Girls, Girl Scouts, and 4-H Club girls, to be dressed in full official uniform, were asked to serve the meal. The response was superb. Food for the banquet and cakes to assure a big show were contributed generously. The garden clubs of Tulsa were asked to decorate the tables.

Men's civic and service clubs of the city became interested and lent their support toward publicizing the bond sale. The cakes and eggs winning ribbons were offered for sale for war bonds—they sold that night, and at great prices. The champion adult-class cake sold for \$25,000 in war bonds. More than \$50,000 worth of bonds were sold.

This successful bond sale was made possible by the cooperation of fine cake makers and the businessmen of the city. The aim of using eggs was attained. More than 700 eggs were used in the preparation of the meal, and numbers so large they could scarcely be computed were used in the cakes exhibited. Scores of dozens of eggs were exhibited and sold for war bonds. Bond sales exceeded any reasonable expectations; and sitting with friends, old and new, around a table of good food prepared by willing hands developed the spirit of good-fellowship that is characteristic of America.

August 1944

Labor-saving equipment demonstrated

An average of 475 Washington farm folks attend each of the 23 meetings held throughout the State

■ What real worth-while contribution can Extension make in its educational job for the 1944 food program?

This question was discussed at several different extension staff meetings at the State College of Washington, and discussions nearly always boiled down to two points in which every farmer and homemaker were vitally interested—labor and machinery.

Without either, food producers were virtually “licked before they started” meeting this year’s goals.

The next question was what Extension could do about it. By recalling last year’s experiences it was determined that farm families who did the most outstanding food-producing job were the ones who did something to help themselves.

They were the ones who made a buck rake to reduce the size of their hay crews, or they made a power manure loader to cut down hand labor, or they rigged up some other ingenious device in the farm shop to eliminate the need for a hired man or two.

Or they were the homemakers who developed ideas or made use of various methods to reduce time and effort in housework, canning, cleaning, meal preparation, or some other household task.

With this as a background, Extension set out to make this information available to all farmers of this State; and a series of farm and home labor-saving equipment demonstrations held in the counties was considered the best way to do it.

This method was also selected because county agents had repeatedly requested some outstanding program which would help their educational work. As it developed, more than 10,000 farm men and women attended the 23 demonstrations, and this program turned into one of our most successful ones.

At the same time, these demonstrations showed that our farm families know they face a tough assignment—the hardest job they ever have been asked to do—but they are very eager to learn how they can accomplish this tremendous food-producing job in spite of the many difficulties.

In other words, the meetings proved that our farmers haven’t given up. They are going to do their best to raise

the food asked of them, but they still need and are anxious to get all the educational assistance available. They are literally going after ideas to help them over this critical period and are looking to Extension to supply them.

The demonstrations were truly extension education, especially the “learn by seeing” type.

The State staff collected and furnished what they believed were the most outstanding labor-saving devices—mostly home-made—they could find in the State. The subject-matter specialists also supplied panels picturing several different methods to help meet food goals. For example, the entomology exhibit featured cattle-grub control; and the nutritionist dealt with short cuts in canning and food preservation.

In addition, the State staff supplied five special demonstrations on ways to save time and labor in homemaking. They included a complete kitchen unit, home-made kitchen utility wagon, portable wood box, portable sewing cabinet, cleaning basket, and kitchen utensils especially needed around canning time.

For the agricultural side, the State supplied a buck rake, power manure loader mounted on a tractor, electric hay hoists, truck barrow, feed cart, buzz saw attachment, hog self-feeder, horn fly

trap, silage cutter attachment, range poultry waterer, feed mixer, bale wire stretchers, tractor post hole digger, battery recharger, hand grass seed harvester, electric pig brooder, grasshopper bait and fertilizer spreader, squeeze chute, and several types of automatic waterers. Virtually all of this equipment was home-made.

Both the agricultural and home economics exhibits, the panels, and other equipment were hauled from county to county by truck. At least three State specialists went with the show all the time to serve as “roustabouts,” and the demonstration equipment moved from town to town just like a circus.

In addition to equipment assembled by the State staff, county agents had several local pieces brought in by their farmers. In Lewis County, for example, County Agent A. W. Holland had 4 different types of buck rakes, more than a half dozen different types of home-made poultry labor savers, and numerous other devices which farmers had built and used successfully. Approximately 700 farm men and women attended this meeting.

Virtually the same program was held at each session. First, the county agent would briefly explain each piece of equipment shown; then the “heavy stuff” like buck rakes and the manure loader would be demonstrated. Farmers who brought in their own equipment were always asked to “say a few words” about it and then answer questions. This proved to be one of the high lights of the tour.

While the men (and many women) were out in the field watching machinery demonstrations, a similar program was held especially for the women. This was usually in a grange hall adjacent to the field where the outside demonstrations

County Agent Floyd Svinth, Grays Harbor County, Wash., shows some of the folks his labor-saving demonstration.



were held. At every meeting it was surprising to see how many women were interested in the machinery or "outside work," and the same for the men with the home economics exhibit. Few men left the demonstrations without seeing the home economics display and getting ideas on how to "make a few things" to relieve some of the burdens of home-making.

From 5,000 to 10,000 printed copies of plans for the different pieces of equipment were distributed at these meetings. It is interesting to note that at one session alone 700 people left their names and addresses for 1,520 different copies of extension bulletins. The agent reports he is also receiving more requests for such material nearly every day.

Whatcom County had the largest crowd with attendance estimated at from 1,000 to 3,000, but county agent L. N. Freimann places the figure at 1,500.

Approximately 6,200 people attended the 13 demonstrations in western Washington, or 475 average. The 10 eastern Washington meetings were about as well attended.

Enthusiastic reports have been coming in ever since the meetings. The Clallam County agent, F. D. Yeager, said he has never before had so many farmers congratulate him after an extension gathering and report it so worth while.

A Pierce County farmer said to Agent A. M. Richardson: "I've been attending extension and experiment station meetings for the last 20 years, but this is the best I've ever attended."

A dairyman in Grays Harbor County told Agent Floyd Svinth that it was worth his time and trip to drive more than 100 miles to see these demonstrations.

And to determine how the agents feel about it—they are already casting about for something similar for next year.

June 1944

Window exhibits teach nutrition

MRS. LAURA I. WINTER, Assistant Home Demonstration Leader, Kansas

■ Early last January the windows of a vacant store on Main Street in Ellsworth, Kans., attracted much attention. The store had twin windows. In one was displayed an exhibit of gardening and food preservation in Grandmother's time; in the other, the garden and food preservation of 1943. A large figure of Uncle Sam stood in the 1943 window, indicating the need for 20 million gardens for Victory.

A slogan, "They did it in 1889—We will do it in 1943," completed the story of the determination of women all through the years to hold and preserve the home front.

Under the leadership of the Ellsworth County home demonstration agent, Miss Helen Loofbourrow, who is also chairman of the county nutrition committee, planned window exhibits were started in December 1942 and will continue through May 1944.

Eighteen county organizations are responsible for planning and preparing these exhibits. Two committees assist, one on exhibits and the other on publicity.

Each organization was given a specific month for which to prepare an exhibit, and all have assumed their responsibility.

The publicity committee arranged with all newspapers of the county to print, once a month, an article on nutrition which would tie in with the current exhibit. These articles were prepared by home economics teachers and by the home demonstration agent.

Ellsworth, with 2,227 people, is a town typical of the Middle West. It is the county seat of Ellsworth County, which has a total population of 9,855—an average-sized county in northwest Kansas.

In December 1942, the exhibit was prepared by the home economics class under the direction of its teacher, Miss Esther Moyer. The display made a comparison of rationed foods in the United States and in Great Britain. In one window stood a large John Bull holding streamers running to the rationed foods in Great Britain. In the other window Uncle Sam held streamers leading to the foods then rationed in the United States. This part of the display attracted attention to foods not yet rationed, and showed comparative values of foods rationed in both countries. A news story entitled "Share the Meat," prepared by the home demonstration agent, supplemented the exhibit.

The exhibit in March was prepared by
December 1943

the Walther League of the Emanuel Lutheran Church. It compared the point value of processed foods with the no-point value of the same amount of home-canned foods.

The Rotary Club, by means of appropriate posters, pointed out the nutritive value of unrationed foods. Eggs and poultry were used in one window and cereals in the other. A news story—Conserving Food Values in Vegetables—written by Miss Esther Spenser, home economics teacher in Kanopolis, was used in connection with this exhibit.

Wheat products were featured in the June exhibit, prepared by the Lions Club. Wheat straw lined the back and one side

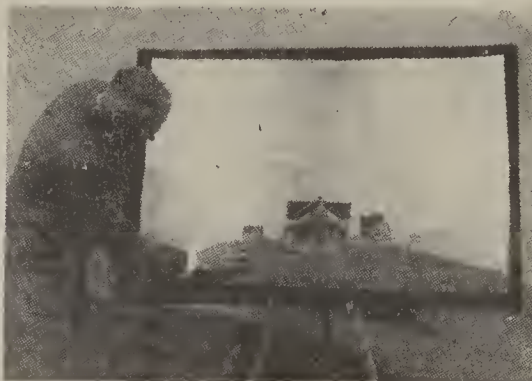
of the window, and threshed wheat covered the floor on which sacks of enriched flour, loaves of enriched bread, and cereals, were placed.

In August, the local Red Cross chapter under the slogan, "Now is the time," emphasized the planting of fall gardens, preparation of root vegetables for storage, preservation of surplus food, and planning the school lunch. A news story, Storage of Root Vegetables, was prepared by the assistant home demonstration agent at large, Lucille Rosenberger.

Window exhibits have helped to enroll Kansas men and women in the Food for Freedom program.

The war program in Ellsworth County might well be repeated, with variations, in many counties in the West. It shows one way in which local people can cooperate with public workers on the home front in winning the war.

The flannelgraph



■ A device successfully employed in extension teaching in Wisconsin—the flannelgraph—is being used in agricultural missionary work among the Navahos in Arizona.

A former home demonstration agent in Wisconsin, Mrs. Willard Gray, nee Doris Clark, found the flannelgraph effective in her Bible lessons at Moody Bible Institute. Recently married, the former extension worker and her husband are doing agricultural missionary work among the Navahos in the school and hospital station at Ganado, Ariz.

The base of the flannelgraph is a large board about 3½ feet by 5 feet, covered with flannel and set up on an easel. When this flannel-covered board is slightly tilted back, other pieces of flannel in various shapes can be made to stick to it, and by the manipulation of the demonstrator illustrate right and wrong ways of doing whatever line of work may be considered. These pieces can be

moved around and serve in a very effective way the purposes of the demonstration.

This is well illustrated by the home-grounds flannelgraph which has been used by L. G. Holmes, G. W. Longnecker, and other extension landscape workers at the University of Wisconsin.

A large light-colored cloth with a horizon drawn upon it is used as a basis for a picture. Then strips of flannel upon which have been painted a house, a barn, and other farm buildings are placed in position. Using trees of different kinds, shapes, and colors, fences, sidewalks, and shrubs, the house on the bare lot is soon transformed into a well-landscaped home. Flower beds and hedges can be added to frame the house.

This before-and-after method of demonstration is valuable in showing audiences why one arrangement may be better than another. The completed picture tells the story.

April 1944

Town and country joined in victory harvest show

■ The Victory Garden harvest show, which was held this fall at Sedalia, Mo., for the benefit of Army and Navy relief, resulted not only in attendance of more than 1,000 persons attracted by the display but also in a new record of mutual understanding between town and country groups.

In reporting the event, the Pettis County home demonstration agent, Dorothy Bacon, says that it all started when the county council of presidents of home economics extension clubs invited the Sedalia garden club to work with them in staging a Victory Garden harvest show. Although the cooperation of rural and urban people in such an enterprise was a new goal for Pettis County, the 6 local circles of the Sedalia club gladly accepted the invitation and worked in close harmony with 33 rural clubs.

Better understanding between town and country was evidenced throughout the entire day by comments like the following: "I was surprised by the exhibit of food that one woman grew on a town lot." "Such perfect chrysanthemums! I didn't know farm people went in for that sort of thing." "Isn't it wonderful to see the amount of food grown by people who never gardened before." "This

first attempt has been so successful we should start planning for another combined show."

In addition to many varied exhibits of fresh, canned, and dried fruits and vegetables, were large displays of chrysanthemums, winter bouquets, house plants, miniature gardens, wild-flower collections, and garden photographs. The county extension office contributed educational exhibits on storage pits, home drying, and a bulletin board featuring college bulletins on food production and preservation.

One of the outstanding displays of the show was the collection of foods grown and canned by families from the Aid to Dependent Children group. These families were given seeds and plants in the spring by the Social Welfare Agency, and this aid was followed up by personal and group instruction in gardening by the county extension agent. Mrs. J. C. Connor of the Welfare Agency reports that some of these families have as much as 300 or 400 quarts of home-grown, home-canned food this winter for the first time. Both parents and children cooperated in gardening and canning, and many of the children proudly helped to carry in and arrange the products.

February 1943

A Kansas county has its own nutrition week

■ You often hear of a week for this or a week for that. We have fire-prevention week, safety week, and many others. Most of these weeks set aside for some special program are usually Nation-wide, or perhaps State-wide.

Pawnee County, Kans., recently publicized a program of its own. Officials called it Pawnee County Nutrition Week. From January 10 to 16, the entire county was made more conscious of the importance of an adequate diet. The planning was done by the county nutrition committee, under the direction of the home demonstration agent, Ellen Brownlee, who is chairman of the committee.

Posters and exhibits were displayed in grocery stores throughout the county. Restaurants and other eating houses planned and served special meals and sandwiches. Fliers, calling attention to good diets, were clipped to menu cards.

A poster contest for grade-school and high-school pupils brought enthusiastic response. The posters were used for display throughout the county. Prizes in the contest were war stamps. Each child submitting a poster in the contest was awarded a 10-cent stamp. First and second prizes awarded in the grade-school group, and also in the high-school group, were 10 stamps and 7 stamps, respectively.

The movie, *Hidden Hunger*, was shown in local theaters, and talks on nutrition were given at social and civic clubs. Special articles on the Share the Meat program were published in each issue of the newspapers during nutrition week.

Nutrition week for Pawnee County was declared highly successful by Ella M. Meyer, district home demonstration agent.

Their own handy men

Showing farmers' wives how to be their own handy men was the object of home equipment maintenance schools held in three sections of Idaho during April. Home demonstration agents, home economics teachers, and farm security home economists who attended the meetings at Boise, Pocatello, and Moscow are carrying to farm women what they learned about safety in the home, use of equipment, and care and maintenance of equipment, including care of irreplaceable electrical appliances.

Schools were arranged for the agents by Hobart Beresford, head of agricultural engineering at the University of Idaho; and Marion M. Hepworth, State home demonstration leader.



Puppets enlist for the duration

■ A very effective demonstration for teaching nutrition—a kind of animated poster, so to speak—is the dramatized food-for-freedom show used in telling the story before many groups, such as parent-teacher associations, community and civic clubs, schools, and granges, during the past 6 months by members of the Rhode Island Extension Service.

Serving as a “curtain raiser” for nutrition discussions and lectures, the show has added interest because one of the characters, Aunt Columbia, appears in person, costumed like the puppet, after the performance ends. She is Marion Fry, home demonstration agent of the southern Rhode Island Extension office. She walks among the audience and stimulates discussion by asking questions, or answering them when asked by members of the audience.

The foods dramatized are: (1) milk, (2) leafy green and yellow vegetables, (3) citrus fruits and tomato, (4) potato, (5) other fruits and vegetables, (6) eggs, (7) meat, (8) enriched bread and cereals.

The cast of puppet characters includes Vita, Min, Dr. Sci Ence, and Aunt Columbia. The stage is portable and can be taken readily to meetings throughout the State.

The idea originated 4 years ago in a New England village community. The children of 3 families, under the leadership of one of the mothers, started a little recreation enterprise with marionettes. They constructed the stage, made the figures, and produced little plays. Other children became interested; the group grew in size, and the program expanded. Finally, 20 children, composing 2 age groups, were taking their entertainments about the State, appearing before parent-teacher units, grange groups, and 4-H Clubs. They gave their demonstrations at the college during 4-H camp week. They called themselves “The String Theater.” The leader of this group was Mrs. Margery Gordon.

The next adventure for these young pioneers was to write their own plays; and then, in cooperation with representatives of the Society for the Prevention of Cruelty to Animals, they prepared and presented an educational playlet dealing with the theme, Be Kind to Animals.

Branching out still further, they added another activity to their program—the making of puppets and the presentation of puppet plays.

The war began; and the concern of all people, young and old, was how to help with the war effort. The national nutrition program was in full swing throughout Rhode Island.

In the light of her experiences, Mrs. Gordon felt the puppet show had a real contribution to make to the nutrition program. Her suggestion met with favor and a committee was appointed at a State meeting of the nutrition council to prepare a demonstration program. The extension sociologist of the college wrote the script; Mrs. Gordon made the puppets and directed the preparation of the play; the nutrition specialists counseled in preparation of the program and selected the subject matter; the home demonstration agent costumed the characters; the county agricultural agent, the home demonstration agent, and one of the original members of the puppet players, the daughter of the leader, presented the first performance of “Vitamins for Victory” before a meeting of the State Nutrition Council.

This little performance, just 15 minutes long, is an effective way of reaching the interests of people and of making a useful contribution to the vital nutrition program.

It was successfully given before 100 extension workers at the annual meeting of the American Home Economics Association, arousing much interest in this method of presenting information. It has been given many times since. Once more the universal appeal

Victory harvest displays

The acme of the Better Farm Living Program was reached through community victory harvest displays put on jointly by the Better Farm Living Committee and the agricultural chairmen of the County Council of Farm Women. Nine community agricultural victory harvest displays were attended by 202 people.

Better farm living has been the theme of our agricultural program this year. Our leaders joyfully entered the plans suggested by the community home demonstration clubs to put on an agricultural victory harvest display. Each community made plans, appointed committees, and a suggested exhibit list was published, and arrangements made for the display to be at the home of a committee member. Publicity was given for a community-wide activity. The home demonstration agent went early to assist the leaders in arrangements for the exhibit. Tables were improvised in the shade of the trees for the exhibits. A full afternoon was enjoyed at the "fair."

Although exhibits did not need to be trucked in on rubber tires, they displayed the abundance of home-produced and home-processed foods which are stored for winter use.

On display were canned fruits, vegetables, and meats, fresh produce from gardens and orchards, watermelons, pumpkins, potatoes, milk, butter, home-made American cheese,



dried fruits, an attractive collection of seeds, native rice, wheat, oats, barley, rye, home-ground flour, meal, hominy, cane sirup, honey, whole ham, bacon and lard, crates of eggs, edible soybeans, peanuts, yellow and white corn, cut flowers, potted plants, cows, hogs, chickens, and exhibits of thrift and antiques.

The farm and home agents had charge of the entertaining and instructive amusement program. The home agent pointed out the fact that farm women will be expected to do men's work on the farm while the men are in service. To make her talk practical, the women and men were asked to judge the corn exhibit for the selection of eggs and seed corn for marketing. Neighbors brought their cows to be judged by men and women, after which the farm agent gave a demonstration in selecting a good milk cow. The crowd inspected the poultry flock and poultry buildings, and many were amazed at the profits realized from a well-housed, well-fed flock of poultry. A dem-

onstration on building terraces was put on by the soil-conservation unit. The women not only observed this demonstration, but one rode the tractor. She had driven a tractor at home in other work and wanted to learn, by doing, to build a terrace.

When we had finished seeing the exhibits and drinking the fruit juice, the farmhouse was open for inspection. It was a joy to find farm homes equipped with electric lights, refrigerators, kitchen cabinets, space for storage, and comfortable living quarters. This is indeed better farm living.

Our Victory harvest displays show us that farm families are food-conscious and have made themselves more self-sufficient by greater production and conservation of foods. These folk have always canned, and this year the quantity of conserved food will show an increase of about 35 percent.—Kerby Tyler, home demonstration agent, Chesterfield County, S. C.

January 1943

Pick Up Your Exhibit and Walk



To set up the Cornell portable exhibit, it is only necessary to open the case and pull out the bottoms of the two loose panels. The space exposed above each panel makes a convenient place for a header sign. Note the brass corners for protection on the closed case on the right.

■ Most persons engaged in agricultural extension, particularly county agents and college specialists, at one time or another have occasion to use small exhibits. The dilemmas of having no suitable background in a small Grange hall, and the forgotten thumb tacks, not to mention lack of time properly to set up an exhibit, are all too common to need elaboration.

The answer is a portable exhibit case.

In designing such a case at Cornell, we had five requirements in mind: The case should be attractive, both when closed and when set up; it should be sturdy so as to withstand repeated shipping or carrying in a car; it should be light in weight and easy to carry; and, perhaps most important of all, it

should be possible to prepare the exhibit wholly in advance and to set it up in less than a minute for each double unit. The case pictured here, to some degree at least, fulfills all of these requirements.

The cost of this case is approximately \$14. This price can be shaded a bit if several are built at one time. The outside dimensions are $31\frac{1}{2} \times 31\frac{1}{2} \times 3$ inches. As many as six cases can be carried in the trunk of an ordinary sedan.

A working blueprint can be obtained at a cost of 15 cents, to cover cost of printing and mailing, from the Office of Publication, College of Agriculture, Ithaca, N. Y.—George S. Butts, assistant extension editor, New York State College of Agriculture.

November 1941

Food-Preservation Trailer

A trailer exhibit, parked on the main streets of important centers, was used in Suffolk County, N. Y., to spread information on food preservation to the woman on the street who does not usually attend training schools or public demonstrations. This was a joint project of the home demonstration and 4-H Clubs and was visited by approximately 500 people in a single week.

The exhibit was based on the daily food guide and the minimum amounts of food needed to be stored for one person for a year. A home-made top of the stove dryer, a storage box for root crops and equipment for brining, pressure cooker and boiling water bath canning were of main interest in the exhibit. Typical examples of canned, dried, brined, and stored food gave an indication of what can be done easily at home. Mimeographed material and leaflets on canning, dry-

A live nutrition demonstration

For years and years in our nutrition teaching we have been using charts and pictures to drive home the importance of right eating. We have been showing people and telling people what to eat, how to eat, and why. We have been telling them about spectacular results of experiments in the feeding of animals and then applying the lessons to their problems of human nutrition; and, with these methods, we have achieved a distinct measure of success.

But a step beyond showing pictures and charts and telling people about animal experiments in nutrition is to bring the animal experiment to them. Two white rats, in separate cages, were used for a demonstration which lasted 8 weeks. The cages were made entirely of wire mesh, set in shallow cake-pans, with paper towels laid in the pans. This made cleaning the cages an easy task. The

December 1942

January 1943

A Live Victory Garden Sample

■ Some 50,000 people in the heart of the State of Washington's vital coastal defense area got a living demonstration of home gardens during the Pacific Northwest Flower and Garden Show in Seattle, March 15 to 22, through the installation of a "Victory Garden" as one of the features of the event.

The garden, a model 40-foot-square replica of an actual planting, was installed and maintained throughout the show through the cooperative efforts of the Western Washington Experiment Station and the extension service of the State College of Washington. During the 8 days, attendants, subject-matter specialists, and extension agents from neighboring counties were on hand at all times to discuss gardening with visitors and to hand out a special Victory Garden Bulletin. Interest in the gardening program is shown by the fact that some 15,000 bulletins were placed in the hands of interested people, and many other people were persuaded not to plow up lawns or uproot shrubs and flowers to make way for a garden.

Planning for the Victory Garden display started in January, and vegetables were planted in greenhouses at the Western Washington Experiment Station in Puyallup, Wash., and the United States Department of Agriculture at Sumner, Wash., about that time. Selected berry plants and fruit trees were also brought into the hothouses to force them into leaf and blossom for the show. The vegetables and berries were readied for display under the direction of Dr. C. D. Schwartz, horticulturist, and Arthur Myhre, assistant horticulturist, of the experiment station. Arrangements for the Extension Service participation in the display were handled by a special committee consisting of Dr. John C. Snyder, extension horticulturist; R. N. Miller, extension engineer, and Calvert Anderson, extension editor.

In order to keep the display in harmony with the flower-show atmosphere, the extension committee worked out several plans to avoid use of any signs which would detract from the general finished appearance but which would let the growing vegetables tell their own story. Signs used in the display carried the notation, "State College of Washington," and a large overhead label reading "Victory Garden—You, Too, Can Have One."

For end-of-the-row markers, small animated reproductions of the ripe fruit of each plant were made from waterproof plywood, painted in natural colors and given life by the addition of cartoon faces and wire arms and legs. Many of these characters were depicted as holding defense bonds, working on their income tax, or engaged in like tasks. Scattered down every row were small circular disks bearing the respective designations, Vitamin A, Vitamin B₁, Vitamin C, and Vitamin G.

The markers were put in place under supervision of Extension Nutritionist Eleanore Davis and were scattered in the rows in approximate proportion to the amount present in the vegetables planted there. The vitamin labels attracted considerable attention and comment from show patrons.

That the "Victory Garden" held its own on display with thousands of dollars worth of floral blooms is attested by the fact that it was given the first-place blue ribbon in the special exhibit class and was also given an especial "Award of Merit" as one of the outstanding displays of the entire show.

Vegetables planted in the garden included peas, carrots, beans, cabbage, turnips, chard, spinach, beets, radishes, tomatoes, cucumbers, squash, and corn. The fruit section of the display included an apricot tree, a peach tree, two grapevines, two blueberry bushes, two currant bushes, a dozen raspberries, two rhubarb plants, and an espalier apple and pear as background. All the vegetables were grown in flats or pots which were set in place in rows and then carefully packed in moist 20-year-old alder sawdust. Lack of light caused some of the vegetables to fade before the 8 days were completed, but in general the garden retained the attractiveness that caused Seattle dailies to liken it to a "seed catalog come to life" on opening day.

Radio Broadcasts

The "Victory Garden" display was made the focal point of an intensive garden publicity campaign that reached many thousands of persons throughout the Pacific Northwest. Every afternoon at 2:15, KIRO, 50,000-watt radio station located in Seattle, stationed Bill Moshier, its popular farm announcer, at the garden for a 15-minute program. These programs were handled entirely by the Extension Service and consisted of informal but carefully prepared interviews with the attendant county agents and home demonstration agents on topics of garden information, both as to production and nutritional values. This series of programs culminated on Saturday of the show in a half-hour round-table summary handled by Mr. Moshier, the extension committee named above, Floyd Svinth, San Juan County agent, and his wife, Mrs. Elizabeth M. Svinth, a former home demonstration agent. In addition to these broadcasts, four appearances were also made on KIRO's regular morning Farm Forum feature by specialists in attendance. Other Seattle radio stations also carried extensive material on the garden program.

The press was not overlooked, with the publicity manager of the show estimating that more than 1,000 stories on gardening were used throughout the State in addition to the

many articles and pictures used by Seattle papers during the show itself. One large Seattle daily carried a special Victory Garden page on the opening day of the event.

Especial importance attached to the success of the Washington Victory Garden exhibit as Seattle is located in the center of the area where live the thousands of workers that man the vast Boeing plant which supplies the Nation's flying fortresses and the mighty naval yards at Bremerton. In addition, the area also contains such great Army centers as Fort Lewis and McChord Field.

May 1942

Pointers on Exhibits

A careful study of health exhibits at the world fairs in New York and San Francisco have yielded results of value to extension work. The exhibits were judged by experts and laymen. The enumerators counted the people who saw each exhibit. Enumerators followed the people around as they viewed the exhibits and timed their stay at each exhibit with a stop watch. The time spent at the exhibit was compared with the amount of time required to read the exhibit. The difficulty of the reading material in the exhibit was checked. Individuals were asked to look at the exhibit and tell what message that exhibit was designed to convey. In order to check on the clarity of the exhibit a "quiz corner" was used to determine the extent to which the message "got across."

Practical conclusions resulting from the study to date are:

(1) Have no exits between the beginning and end of the exhibit, or if an exit is unavoidable make the exit as unattractive as possible. The "pull" of an exit is strong.

(2) The message to be conveyed must be the focus of attention; it must stand out clearly.

(3) Reading material should contain easy words. The use of even common professional words may be misleading to the public.

(4) A mass of statistical data exhibited with pictures and unattractive reading is "passed up" by four-fifths of the audience.

(5) Even "expertly" designed exhibits may impart misinformation. "Expert" judgment of the value of the exhibit is frequently wrong. After all, the general public is the "expert."

(6) Tests can be used as an educational method when the results are not used against a person. The method of giving questions based on the material to be taught to members of group meetings and discussing the answers has been found to arouse active interest in the material to be taught.

AUGUST 1941

A Satisfactory Bulletin Rack

F. L. NIVEN, County Agricultural Agent, Madison-Jefferson Counties, Mont.

■ For a number of years we have been using a bulletin rack which has proved its value. It is similar to that recommended by Irene L. Roberts, home demonstration agent, Muskogee, Okla., in the July 1937 number of the *EXTENSION SERVICE REVIEW* but has some additional features which we like.

Our rack will hold supplies and display 126 regular-size bulletins and in addition has space for 8 mimeographed circulars, 8½ by 11 inches, as well as newspapers and magazines.

The rack is 80 inches high and 72 inches wide. Its end width is 24 inches at the floor and tapers to 12 inches at the top. The shelves are made of ¾-inch lumber and the partitions of plywood. A small piece of plywood 2 inches wide and 6 inches long is tacked to the end of the partition to serve as a guide for holding the bulletin on display.

The biggest difference between our rack and the one described by Miss Roberts in the *REVIEW* is that it is not necessary to have casters or to pull it away from the wall when getting bulletins for display.

We order our bulletins in lots of 15 or 25 copies at a time, depending on popularity, and number each order from 1 to 15 or from

1 to 25, as the case may be. These can all be placed in the cubbyhole immediately behind the space assigned and the first 3 or 4 copies



inserted perpendicularly in the groove for display. When these few copies have been distributed, it is a simple matter to reach into the cubbyhole and bring out a few more.

The office clerk keeps a complete list of all bulletins in a loose-leaf notebook that has a column ruled for each month in the year. At the end of each month she puts down the number of bulletins then appearing in the rack and by subtracting from the number of the previous month she can easily tell how many bulletins have been distributed during the month and include this information in the monthly report.

By numbering the bulletins in this manner, it is also possible for the clerk to tell when the supply of any one bulletin is running low and to make a monthly order for replacements. For instance, if number 12 bulletin is on display at the end of the month and 15 are generally ordered, she knows that only a few remain and that she should order another supply. These are again numbered 1 to 15 and placed under any bulletins that may remain from the previous order.

A thin piece of cardboard (squares of Manila folders are good), on which is printed the name and number of the bulletin, may be fastened with thumbtacks to the shelf under each stack of bulletins. Then if someone should take the last bulletin in the stack sometime during the month, the clerk can see at a glance which bulletin needs to be replaced.

We generally rearrange the bulletins twice each year, once in the spring and once in the fall, removing or adding seasonal bulletins, as the case may be, and thus increase the number of bulletins we can display during the year.

The rack makes an attractive and convenient display of bulletins that encourages farmers and their wives to select those in which they are interested. Note the space for magazines at the bottom. The rack was made by boys in the Smith-Hughes class at the local high school and cost us about \$22.50.

June - July 1940

Farms, Business, and Extension Unite To Advance North Dakota Conservation Work

■ Buckling into the harness to tackle the now thoroughly recognized tasks of restoring, conserving, and developing the State's agricultural resources are business interests, federal and State agencies, and the Extension Service in North Dakota.

The latest phase of this concerted program took the form of a series of 44 "travelling farm institutes" in the State this winter.

And the institutes "packed them in"—400, 500, 700, or a thousand and more to the meeting. Farmers came to hear a simply told message of soil saving, moisture saving, land use planning, livestock feed preservation, and greater farm security for both farm enterprise and farm family.

Novel, but not unusual, were the methods used by the North Dakota Extension Service, working hand in hand with the Soil Conservation Service, Agricultural Adjustment Administration, Forest Service, the railroads, small-town businessmen, and farmers.

As implied by the term, "traveling farm institutes," the meetings were in fact a combination of modernized institutes with exhibits carried on a special three-coach exhibit train. In other words, the push for conservation in North Dakota's winter institute program was exerted in a manner varied enough to attract the attention of farm people, to arouse their interest, and to encourage action.

Here is how it was done: First, it was decided by the Extension Service, other closely associated Department of Agriculture agencies, and the railroads to offer institutes on conservation, with conservation exhibits, to communities at strategic points in the State.

Then meetings with business groups were arranged at these points. Acceptance or refusal of the institutes as offered was left up to the decision of each of these community business groups. Emphasis was given to the local responsibilities involved by acceptance of the institute. Facilities and accommodations for the meeting, electricity for the exhibit train, added entertainment for institute visitors, adequate and thorough publicity—all this and more was the responsibility of these local groups.

Not one community refused the offer. The only difficulty was that other towns not on the schedule asked—sometimes even demanded—similar programs.

Wherever the institutes were held, local committees organized to prepare for the meetings and did a splendid job of it.

A typical traveling farm institute meeting followed somewhat this outline:

At about 10 o'clock in the morning a familiar type of educational institute with

speakers representing the State Extension Service, the Soil Conservation Service, and the Agricultural Adjustment Administration would get under way before an average-sized group of about 500 to 700 farm people.

Problems of agriculture and the aspects of conservation vital to the particular community were discussed by an Extension Service speaker, usually the district extension supervisor. This brief 30-minute talk, delivered vigorously, was then followed by a slightly longer discussion by a technical authority of the Extension Service or Soil Conservation Service on how to accomplish the necessary adjustments as emphasized by the preceding speaker.

A limited time for discussion and questions from farm people in attendance was then allowed, followed by the showing of sound motion pictures and film strips on conservation topics. Usually a free lunch and special entertainment arranged by local committees occupied the noon hour. The chairman of the morning session most of the time was the county extension agent.

Showing of the conservation exhibits on the train followed the noon period. These exhibits were explained by representatives of the Extension Service, Soil Conservation Service, Agricultural Adjustment Administration, and other technical authorities who might be available. The exhibits and demonstrations included grasses, pasture management, moisture- and soil-conservation practices, irrigation, garden production, livestock feed conservation, recommended tillage equipment, and AAA programs.

It was at these exhibits that ample opportunity was given each person to talk over with the expert in charge his own conservation problems. The information provided orally in these discussions was then amplified with popular literature prepared by the Extension Service on the main subjects taken up on the train.

The actual procedure for each institute, of course, varied to allow for train schedules and other time elements, but generally each followed the foregoing procedure.

It was estimated on March 1 by the North Dakota Extension Service that the 33 institutes held by that date through the central and northwestern sections of the State had carried ideas and encouragement on sound agriculture and land use to more than 20,000 people; and that by the conclusion of the series on March 16, between 25,000 and 30,000 persons would be reached.

In a State with only 74,000 farms, and with meetings restricted to only a part of the State, this is considered by North Dakota

extension workers to be a highly satisfactory attendance. Last winter in the southwestern part of the State, a smaller number of similar institutes, carrying the same conservation message, reached nearly 20,000 people.

"The philosophy of this travelling institute program," Director E. J. Haslerud explained, "has been, first of all, to encourage and convince people in North Dakota that 'something can be done about bringing security to farming' and to bring to these people direct information for achieving that security for farm and family."

Pleasing to the North Dakota Extension Service was the response given by both country and urban people to these programs. Extensive and effective publicity for the cause of conservation was gained, and efficient working relationships with Department of Agriculture agencies were developed.

"This teamwork of Department of Agriculture forces," Director Haslerud emphasized, "is one of our greatest sources of satisfaction from the farm institutes. It has demonstrated to us and to the people of North Dakota that conservation of our farm and family resources is not a disjointed effort by various Federal agencies but is a unified effort with a common objective.

"This cooperative program which has received such wholehearted assistance and good will from our small-town business people and from the major railroads of the State, I believe, has paved the way for vast progress along these lines in the future."

County Progress Exhibits Win Praise at State Fair

The twentieth century march of progress in agriculture, education, and industry was displayed graphically by county progress exhibits made for the first time in North Carolina at the State fair at Raleigh last fall. The booths were arranged by groups from Davidson, Cleveland, Caldwell and Edgecombe Counties.

The close interrelation and balance of these three fields of endeavor and how each helps to stimulate the growth in the others was the keynote of the exhibits, said Frank H. Jeter, extension editor, who had charge of the county progress department.

Cooperating in preparing the booths were agricultural extension workers, vocational agriculture and home economics teachers, representatives of industry, the public schools, and the grange.

First prize of \$750 cash went to Davidson County which featured the balance of industry and the diversification of agriculture in a well-planned booth with models of farmsteads, school buildings, factories, and business houses in a town. Rural electrification was delineated by miniature power lines connecting the different models in the exhibit.

Among the miniature buildings constructed according to an accurate scale were furniture factories, cotton mills, a bank, a creamery, a grange house, and a consolidated rural school. Small dolls and tiny dresses, hardware articles, bolts of cloth, and other less than "pint-size" goods filled the show windows in the model stores.

Attention was called to the fact that in Davidson County are 3,641 farms supporting 20,000 of the county's total of 45,000 people. On these farms, 6,200 acres have been terraced to check erosion; 945,329 trees have been planted; 428 acres of pasture have been seeded; 8,530 acres have been placed under improved crop rotations; 1,224 acres are being strip-cropped, and 5,316 acres are being tilled on the contour to check erosion of the soil during heavy rains.

The small power lines illustrated the 225 miles of rural electric lines that carry electricity to 2,250 farm homes of the county.

Models of furniture, shirts, overalls, and other industrial products were displayed along with agricultural products such as tobacco, cotton, corn, dairy products, poultry products, wheat, sweetpotatoes, rye, oats, hays, feeds, Irish potatoes, and pork. Also shown were dresses and foods prepared by home economics students in the consolidated schools.

The Davidson County exhibit was prepared by H. G. Early, of the Thomasville Orphanage and master of the local Pomona Grange; A. N. Harrell, assistant farm agent, and Mrs. Harrell. These people had the cooperation of

county vocational and home economic teachers.

Second prize of \$500 was awarded to Cleveland County for its booth featuring agriculture, industry, schools, and churches, with model buildings and displays of agricultural and industrial products. The balance between agriculture and industry was shown by a comparison of the annual industrial pay roll of \$4,500,000 with the annual farm income of \$4,000,000. In the county are 5,180 farms, and on industrial pay rolls are 6,500 workers.

The exhibit was designed to appeal to the ear as well as to the eye. A phonograph record and an amplifier were used to call attention to the advantages of Cleveland County located in the upper piedmont section of the State and the largest cotton-producing county in North Carolina.

A moving belt at times appeared as a highway down which miniature cars traveled. At other times it was a railway track on which a train rolled by farms, factories, and towns. On the cars of the train, signs pointed out that Cleveland County is noted for its famous citizens, good roads, good government, schools, and churches, and its income from farming and manufacturing.

The Cleveland County exhibit was arranged by John S. Wilkins, farm agent; Hilda Sutton, home agent; and Henry P. Russell, scenery designer, with the cooperation of local industrial and school leaders.

Caldwell County won the \$300 third-place award with a display featuring "The Brightest Spot in Dixie," as the county has been termed in recognition of its outstanding achievements in rural electrification.

Of every 100 homes in the county 82 have been provided with electric lights and power by the Caldwell Mutual Corporation with the aid of the Rural Electrification Administration. In taking power to the 3,000 homes now served, transformers were sometimes "snaked" over mountain passes by oxen when homes had to be reached in places where wagons could not go.

Models of school buildings and displays of agricultural and industrial products were also displayed prominently, special attention being called to the 15 modern consolidated schools in the county today as compared with the former one-teacher schools of 30 years ago.

The 13 home demonstration clubs of the county with 285 farm-women members, and the 22 girls' 4-H clubs with 580 members, and the county library with 24 book stations scattered over the rural districts were also emphasized along with furniture, glass, cordage, and other industrial and agricultural

products. The exhibit was arranged by O. R. Carrithers, farm agent, and G. C. Courtney, Jr., secretary of the Lenoir Board of Trade, assisted by Atha Culberson, home agent.

"The Best-Balanced County in a Balanced State" was the theme of the Edgecombe County exhibit which won fourth prize money of \$200. Twenty-five years of progress were illustrated, equal weight being given to agriculture and industry balanced across the fulcrum of education.

Various agricultural and industrial products were shown, and comparisons drawn between the yields and quality of farm products 25 years ago and those of today. Models of schools, factories, and a farmstead added a note of reality to the booth. A miniature power plant was set up with wires running to other parts of the booth to light up the different displays.

A picture showed the Tarboro milk plant, the only municipally owned milk plant in America; and figures were given to point out the progress in public health work. Twenty-five years ago there were no public clinics. Last year 45 clinics were held; 7,362 patients were treated, and 7,203 others were examined.

The exhibit was arranged by H. E. Alphin, assistant farm agent, assisted by 4-H club boys and Mrs. Eugenia Van Landingham, home agent.

What Attracts People to Exhibits?

Enlarged photographs, mounted or growing plants, piles of feeds, certain types of moving lights, and food displays were mentioned most often by the 306 Hoosiers interviewed at the Indiana State Fair, as the features which attracted their attention to the exhibits. Generally, the farmers viewing the exhibits said they were most interested in, or preferred those which dealt with their chief economic interests, while the homemakers mentioned the electric kitchen more often than any other exhibit.

The study was made to ascertain the effectiveness of the farming and homemaking exhibits at the fair. Counts were made of individuals standing before the exhibits, and the length of time spent was recorded at various periods during the 3 days, to determine stopping power and interest value; second, interviews were obtained with visitors just after they had studied an exhibit, to find what attraction the exhibit had for them and to discover what they had learned from the exhibit; and third, visitors were interviewed after they had seen a number of the exhibits, to ascertain what exhibits were most liked by them.

There was a tendency for most visitors to turn to the right at the entrance and to pass exhibits from right to left, as viewed by the visitor, so that where sequence is involved from one side to the other in the exhibit it appears the exhibit should be arranged accordingly.—INDIANA STATE FAIR EXHIBITS.—G. M. Frier and L. M. Busche, Indiana Extension Service. Indiana Extension Studies, Cir. 6, November 1941.

Photographs

Viewpoint does it

First of a series of practical tips on photography, by George W. Ackerman, Chief Photographer, Extension Service, U. S. D. A.

■ There are tricks in every trade, even in that of a photographer. Perhaps "tricks" is not the right word for the short cuts and practical routine a photographer develops through experience. In 28 years of taking extension pictures in every State in the Union, I have picked up a few ideas which other extension workers interested in photography may be able to adapt to their own needs.

For example, climbing on something handy to give elevation, or sit-

ting on the ground, or even lying flat for a low-angle shot sometimes makes an effective picture. Elevation is good when a wide expanse is to be photographed showing the lay-out of farm or field. It minimizes the foreground and also makes it clearer. The low-angle shot often gives a fresh and different picture. You can add glamour by taking a low-angle shot and silhouetting your subject against the sky.

By standing on the opposite fence I was able to take a good picture of these four animals. From this position I eliminated a foreground that might have dominated the picture. The diagonal lines give good composition.



Silhouetting the farmer on a rake against the South Dakota sky concentrated attention on him. Detail in the background would have detracted from the figure.

I have climbed on windmills and fire towers which give nearly a bird's-eye view showing the relation of fields and forests and roads. The Washington Monument once gave me a view of the National 4-H Club Camp site in relation to parks and public buildings. A road scraper once stopped accommodatingly to give me a top view of the detasseled and tasseled rows of hybrid corn. A farmer's truck enabled the camera to get a good view of a wide expanse of irrigated potatoes. The top of an automobile in which we had been riding gave an excellent view of a field of Iowa soybeans. The barn roof showed a picture of the whole threshing operation which would have been impossible to see on the ground. Even a little elevation will sometimes help.

The low-angle shot often gives a fresh and different picture. A 4-H Club girl or boy silhouetted against the sky on a tractor or piece of farm machinery takes on glamour.

Extension Service Review for April-May 1947

Where to take the picture

Second in a series of practical photographic tips, by George W. Ackerman, chief photographer, Extension Service, U. S. D. A.

■ Where to take the pictures is one of the first things to decide. Background so often either makes or breaks a picture. Perhaps you have decided to take a picture of Mr. Jones' new chicken house made according to plans you obtained from the poultry specialist. Walk around the house and see from which side it looks best. Perhaps you can replace the old tumble-down house in the background by a rolling sweep of field and forest from the other side. By moving a little to the right or left you can hide an unsightly object in the background behind the house itself.

Take your time and select the best possible place. An attractive background will often sell your picture whereas an unattractive background will get your picture turned down by an editor even when the subject matter is right.

For outdoor pictures, I look for trees and shrubbery if this is an appropriate background for the picture. It

must be appropriate, for the background should help to tell the story. The labor-saving buck rake tells a better story pictured in the field at work than if taken in front of a beautiful shade tree. A correct table setting tells a better story on a dining room table than on an office table. The appropriate background contributes to an understanding of the picture.

A few suitable properties will help still further and are practically always available. When taking a sewing picture, I insist on a pair of scissors, needles and thread, thimble, and a tape measure being in plain view.

In selecting background, get some contrast. For example, a 4-H boy holding his White Leghorn against a white shirt does not do justice to a fine bird. You get the same result with a Rhode Island Red against a red barn or khaki shirt. Such things can usually be easily remedied if some thought is given to the background.

An attractive vista of hill and meadow adds beauty to this picture—a 4-H Club member and his grandfather making a victory garden.



A cabbage and a basket of vegetables help to tell this story.



50,000 Pictures

During the past 29 years, Mr. Ackerman has visited every State, traveling the side roads and the back roads in county agents' cars, always looking for pictures to show the results of extension work. He has more than 50,000 pictures to his credit. You have seen many of them through the years in farm papers, garden supplements, magazines, and text books, and on bulletin covers.

One of the first things the agent says to the photographer as they get under way is, "I want you to see some pictures I took last week," or "Why wouldn't the editor take this picture?"

The picture-taking problems of the agents often seemed to take the same pattern. The same difficulties arose again and again. Just a few simple suggestions greatly improved the run-of-the-mill extension pictures. With the idea of helping the many extension friends with whom he has discussed pictures, he prepared for the Review this series of tips, dedicated to the agents who have worked with him in finding good pictures.

Extension Service Review for June 1947

Try an action picture

Third in a series of practical tips for amateur photographers by George W. Ackerman, chief photographer, Extension Service, U. S. D. A.

■ Action pictures are much in demand. Candid shots sometimes fill the bill, but often they are marred by blurring or unsightly backgrounds. Posed shots tend to be static. Here are a few compromise ideas:

These snappy marchers in the picture below practiced stepping it off around the yard until they per-

fectured their action and lost their self-consciousness. I selected a spot with a good background for the picture, set up, and waited for just the right moment. I have had good luck with such practiced action shots on many varieties of farms and home activities, as well as with 4-H Club members. The actors usually enjoy the practice

period, and I get the pictures. Such a picture requires plenty of time.

Two devices I often use to indicate action are putting both hands to work and having at least one of the subjects bend deeply at the waist toward his work. These young folks are using both hands, and the girl at the left bends toward her work. The eyes centered on one point also give a feeling of suspended action. In the familiar pantry picture, if the woman carries jars in one arm and reaches for another with the other hand, a little more life is added.



Extension Service Review for August-September 1947

Tips on animal pictures

Fourth in a series of practical ideas for making better extension pictures, by George W. Ackerman, chief photographer, Extension Service, U. S. D. A.

■ If a county agent takes many pictures, animals are sure to be among the subjects wanted. Plenty of time and patience are essential in photographing animals. Pick out your background and plan your picture before worrying your subjects. Too many willing helpers have often spoiled my chances for a good picture by worrying and exciting the animals to be photographed. Don't take along any more people than you need, and explain to them just what you want to do.

A hungry animal and some feed at your disposal make for cooperation. I often ask the farmer to keep the animal hungry until we start work. Then I can put the feed just where I want to picture the animals and drive them slowly toward it.

The sheep on the banks of the stream at the right were photographed in this way. They were taken to illustrate the use of sheep in keeping Utah irrigation ditches clear of weeds,



but in the years since I made it the picture has often been used to illustrate the "beside the still waters," from the Twenty-third Psalm.

A team of horses drinking at a watering trough baffled me, for the horses wouldn't drink. I put an ear of corn into the trough and got the picture I wanted.

Animals to be photographed with an active group such as a 4-H Club, are sometimes a problem. Backing the animal into a corner, as in the picture

below, helps to control the animal, makes the young folks feel at ease leaning on the fence, and gives a pleasing diagonal grouping.

With patience and careful planning, animal pictures can be among the most attractive and interesting in your collection.

October 1947



Group pictures can tell a story

Fifth in a series of practical tips for taking extension pictures, by George W. Ackerman, chief photographer, Extension Service, U. S. D. A.

■ The meeting, the discussion group, the home demonstration club, or a similar group of people is one of the common picture problems of a county agent. Such a picture can be a head-on, double or triple row of faces which only the family will appreciate, or it can also tell a story.

The picture will take on meaning if the reason for the get-together is shown. Sometimes simple properties are available. I attended a meeting of New Hampshire young farmers. The candid shot showed blank faces and little else. The subject of the meeting was a report on new corn varieties by a man from the experiment station. After the meeting, it took just a little time to pose a picture with the speaker down near the group with an ear of corn in his hand. Some of the sample ears he had brought were passed out to the boys on the front row. With something to handle they were less self-conscious; the boys in the back perked up with an interested look, and the picture was much improved.

Sometimes the subject of the meeting or discussion can be written on a blackboard. Use a 1-inch length of chalk, and write with the side, making big, broad letters. Keep the words to a minimum—just enough to indicate the subject under discussion. To do this and still get the faces of a public problems discussion at a home demonstration meeting in Vermont, I had the agent stand at the board and a woman on the extreme left speak. All of the other women and the agent looked at the speaker. This showed the faces well and gave a feeling of unity to the picture.

A small group around a table makes a good picture. Have something on the table to indicate the purpose of the meeting. A secretary's book looks like a business meeting, and a show of hands indicates a vote is being taken. A work meeting either may have everyone busy with some phase of the work; or one person can demonstrate, and all others can watch. Charts, models, animals, houses, farm

and home equipment of all sorts can help to tell the story.

Standing on a chair or stool will often give enough elevation to see every face clearly rather than just the front row. This will also enable the camera to get a clear view of what is on the table or being demonstrated.

The secret of successful group pictures is careful planning. A helper



who knows just what is to be done can be invaluable in moving folks around quickly. Have your properties ready, and explain to the group what you want to do. After they are posed about right, all faces are visible, and the properties are in use, I have them go ahead with the action. Let the

demonstrator demonstrate, the chairman put the motion, the group sing a song. This relieves the tension, takes their minds off the picture, and gives a natural photograph with some life to the expressions of the group and some meaning to their coming together.

November 1947

4-H Clubs learn to picture their work

J. R. SPENCER, Assistant County Agent, Oklahoma County, Okla.

■ The picture project of Oklahoma County came into being in a search for new interests to inject into the 4-H Clubs of the county. The first idea was to furnish pictorial records for 4-H Club projects. Then the display angle was conceived. If a project was worth an effort to make a picture of it, the picture was worth while too.

The clubs of the county were urged to take an action picture of every member. A picture committee was chosen, in most instances, and a schedule of visits worked out. In no instance was the county agent included. This picture committee had a varied membership, differing with each club. Some of the clubs of younger boys and girls chose a committee carrying one parent and two members, and in some places a teacher-supervisor. Clubs of older boys and girls acted independently. One club chose their committee and gave them a \$10 travel allowance to use in making visits. This was very successful. One club organized its club tour as a picture tour also. This worked nicely. A limited number of clubs made it an individual affair, each fellow responsible for the taking of his own picture. This was the least successful of all.

As soon as the pictures were made, the negative and at least one print of the picture were filed with the secretary, who was responsible for the negatives for 1 year, after which they were to be turned back to the members. This was to make them available to the county agents and for any possible publicity. The most commonly used camera was an inexpensive box camera.

The pictures when assembled were mounted on a card, 22 inches by 28 inches, lettered with the name of the club. An attempt was made to keep the pictures of the club staff up near the top, and together. All the information covering the "who, what, when," and "where" was lettered on a gummed label and placed under the picture, which was mounted with art corners. No attempt was made to keep the pictures the same size. The only thing was to have them arranged in an attractive manner, no one being so large as to overshadow others.

The agent's office asked then that these mounts be brought into the office where they could be displayed. This was done. They were kept in the county agent's office until the new ones appeared.

The project was not put over without some instruction. The assistant agent, J. R. Spencer, carried illustrated material, a demonstration or example card, and gave instruction in the handling of cameras and on their mechanism. Demonstrations on picture making were written up and given by the

boys and girls. One such demonstration was taken to the State 4-H Club round-up, where it was presented.

A school of instruction was planned to be handled by a local photographer but was rained out and was not attempted again.

Practically all this was done in 1939 and 1940 and was carried over into 1941.

When the catalog of the county fair for 1941 was made up, a class for an individual display was set up. These could be copied and an assembled mount made for the club. Prizes were offered for each one. The attempt was very well received. The score card set up by the National 4-H Club News was used in judging the individual mounts. The picture displayed was of the member during the current fair year and pictured one project or phase of his work. The picture was made by the club member himself or the 4-H Club picture committee. The picture display was at least 2¼ inches by 3½ inches and no larger than 3¼ inches by 5½ inches (post-card size), printed on plain, glossy paper. They were mounted on a second white card with at least 1½-inch margin, using black art corners for the mounting. The information as to the name, age, club, address, year, and project was typed or printed suitably under the picture.

The score card used as a suggestion in selecting and making pictures, which largely governed the judging of the pictures, included: Eye appeal—was the picture worth taking? Does it tell a story? Has it human interest or educational value? Does it have artistic value? Under composition, the picture was judged on arrangement, background, and camera angle. The photographic quality included correct exposure, sharpness of detail, and lighting.

About the same thing, including layout, was made for the collective exhibits. We made this exhibit standard by furnishing the mounting cards. The collective or club display regulations called for only one picture of each member, mounted on the collective card with black art corners. No other pictures than those of the members of that club were allowed. Cardboards, 22 inches by 28 inches, which were available at the county agent's office, were used for these mountings. The name of the 4-H Club was lettered on the card. A second print of the same picture used in the individual display could be shown in the club display. The percentage of members exhibiting, variety of projects pictured, arrangement of pictures on the card, neatness and lettering, in addition to the composite scoring of the pictures themselves were used in placing the picture displays.

These club exhibits were assembled into a

county-wide picture display and, shown at the State fair, and later were moved to the county agent's office, where they now hang and will remain until replaced.

These pictures brought to the attention of the public projects that would never be taken to a fair for various reasons and served to furnish proof, if need be, of activity on the part of the club member.

We plan to carry it on and widen its scope as much as possible.

Pictorial Review

The adage of "seeing is believing" has proved to be true in my work in Oliver County, N. Dak., according to the interest manifested in the extension pictures on exhibition in my office.

A revolving display rack showing pictures of Oliver County folks, their livestock, crop-demonstration plots, and 4-H Club activities has created much interest and caused many comments among farmers, 4-H Club members, and homemakers who stop at the extension office. The cost of the rack was \$1.19.

I also keep a picture album called "Extension Shots" on a desk where farmers may look through it while they are waiting in the office. These pictures show 4-H Club work, activities of homemakers' clubs, agricultural conservation projects, and livestock and crop demonstrations. The pictures were taken during my extension visits throughout the county. When visiting 4-H groups I take the picture album along, as 4-H boys and girls enjoy seeing what other 4-H Club members in the county are doing.—*H. J. McLeod, county agent, Oliver County, N. Dak.*

January 1940

Flash-Bulb Pictures

At least three county agents in Pennsylvania are successfully using flash bulbs as light source for indoor color photographic work. Relatively inexpensive 35-millimeter cameras with synchronized flash units are utilized. By using "blue" flash bulbs, the regular outdoor color film is kept in the camera for this work. When the "white" flash bulbs provide the light, indoor color film is used and a filter is placed on the lens when this film is used outdoors. Advantages of flash bulbs are: (1) Less bulky and easier to set up than floodlights and reflectors; (2) less danger of movement of subject spoiling picture; and (3) provides light where no electricity is available. Possible disadvantages include: (1) More expensive if a large number of pictures are to be taken; (2) more difficult to determine correct exposure; (3) not usable in taking motion pictures; (4) flash bulb provides less desirable "flat" light than the light secured by proper placing of floodlights.

June 1942

DECEMBER 1940



Kansas Picks the Best

WINNING PICTURES IN ANNUAL PHOTOGRAPHIC CONTEST

A Kansas farm woman withdraws deposits from her storage cellar where she has banked her surpluses as insurance against rising prices. One of the first-prize group of three photographs taken by Vernetta Fairbairn, home demonstration agent, Butler County.

First prize in color slides went to Dr. E. G. Kelly, extension entomologist, for a series of 12 pictures on the chinch bug.

This farm family sold \$610 worth of vegetables and canned 400 quarts in 1941—all from 5½ acres of land. One of the second-prize group of three photographs taken by George Sidwell, county agent, Rice County.

Second prize in color slides went to Ruth K. Huff, home demonstration agent, Doniphan County, for a series illustrating the live-at-home program in her county.

Coaching four earnest young 4-H sheepmen in ways of showing their sheep to best advantage before the critical eyes of the livestock judge. One of the third-prize group taken by Kermit V. Engle, Kearny County agent.

Third place in color slides went to E. H. Teagarden, district agent for southwestern Kansas, for a series "The Romance of Agriculture," depicting soil building for erosion control, for profitable production, and for a permanent agriculture.

March 1942





Cooperative efforts with other agencies reinforce the extension program with low-income families. (1) A Farm Security client welcomes a visit from the home demonstration agent. (2) A cotton-matress work center is a good place to discuss

gardens, foods, and many other things. (3) School children enjoy a lunch sponsored by extension organizations under the SMA program. (Cover) A grubstake provided by a Wisconsin family, one of those described on the opposite page.

A Special Number Which Records Work With Low-Income Farm Families

It is going to require a tremendous effort on the part of agricultural leaders everywhere to make what I call "agricultural adjustment" to meet the loss of exports and to help long neglected, underprivileged farm people. The land-grant college agencies, particularly the Extension Service, must lead in this educational program. Farm organizations must join in the educational effort. The AAA, land use planning, and all other farm committees must do their share in bringing these problems before the farm people.—Secretary Claude R. Wickard

Food is a Weapon

"In this time of crisis, food is a weapon against Hitlerism just as much as munitions, and food will continue to be a weapon in all efforts toward insuring a more orderly, prosperous, and peaceful world," wrote President Roosevelt in a recent letter to Secretary Wickard. Highlighting some of the features of the farm defense program commended by the President are the pictures on this page and that of the Corn Belt farmer on the COVER PAGE. To the Secretary and those working on the farm defense programs with him, the President wrote:

"I know you will not hesitate to increase production of vital food to the extent necessary to protect ourselves against existing emergencies and prospective emergencies of the future. I am well aware that the farm programs are flexible. * * * The Ever-Normal Granary is a part of the programs, and because of the Granary we have today the feed which enables us to produce additional quantities of food."

(1) "When democracy has been in danger our farmers always have rallied to its defense and they always will. All they ask in return for their increased production is fair prices and assurances of protection after the emergency has passed. I think farmers should have these assurances insofar as we are able to give them."



(2) "We need not only abundant production for ourselves and for other nations resisting aggression, but we need reserves to meet emergencies which can as yet be only dimly foreseen."

(3) "Thus far in this war, we have not needed a food administration, and I see no reason to believe we will need

one in the future. Agriculture is meeting the situation much more satisfactorily by increasing production in an orderly way so that our own needs, and the needs of our friends can be met without causing scarcity or unduly high prices."

Soils Map Plus Aerial Photograph

A Kern County, Calif., farmer studies his farm by use of the soil map and the aerial photograph, both available in the county agent's office. The AAA aerial photographs of the floor of the valley of Kern County made in 1937 were purchased by the county and have proved to be very useful.

Each time a farm or office call is received with reference to some crop-production problem, the aerial photographs are im-

mediately brought into use. In practically every case the aerial photographs will locate the exact boundary of some production problem, particularly if the problem is related to the soil.

The University of California and the Federal Bureau of Chemistry and Engineering, in completing the National Land Division Soil Classification Survey, have made it possible to use the aerial photographs in



What About Pictures?

■ The do's and don'ts of extension photography were presented to New Mexico workers at their December conference by a group of panel exhibits.

"What About Extension Photographs?" was the exhibit theme. Agents' and specialists' efforts were displayed for praise or censure.

The exhibit was designed to emphasize that an extension worker should not give up attempting to get good, usable pictures just because he doesn't have expensive equipment. It was pointed out that anyone, by carefully observing a relatively few simple rules, should be able to take satisfactory photographs of extension activities.

The panel devoted to photographic "duds" bore the following legend:

"To avoid these, remember to look for human interest, look for shots that tell a story, look for shots that show a practice, know your camera's limitations, plan your pictures, use a tripod or solid stand if you must take more time than $\frac{1}{25}$ of a second, remember focus, watch the light, make subject appear natural, try to maintain a center of interest." A final suggestion for improv-

ing photographs was this: "High-speed films help solve indoor picture-taking problems and help prevent consistent underexposure outdoors."

Critical notes for the photographs appearing on the "dud" panel were prepared under the direction of the visual instruction leader and were mounted below the photographs. The fault, or failure to observe one or more of the cautions, was pointed out for each print exhibited.

A second panel, entitled "These Have Possibilities," presented photographs which were judged superior. Accompanying notes explained the reasons for their excellence. Two of the panels on which one agent displays his best pictures at community gatherings were also included in the exhibit. The remainder of the exhibit consisted of panels showing how photographs such as any agent or specialist may take are used to advantage in newspapers, magazines, and bulletins.

As the photographic exhibit filled one wall of the main meeting room, every worker had an opportunity to examine it several times during conference week.

March 1941

conjunction with the soil survey. As a result of aerial photographs and soil-classification maps, it is possible to provide each farmer who requests information on a soil-production problem with a map of his own and adjacent land to show the relationship of the soils on his place to adjacent lands.

As the aerial photographs are on a scale of approximately 8 inches to the mile, the soil-survey map is gradually being completed on the same scale. This makes it simple for the average farmer to study both the aerial photograph and the soil-survey map at the same time. The original soil-survey map is on a scale of 1 inch to the mile.—M. A. Lindsay, county agent, Kern County, Calif.

August 1941

Kansas photographers compete

The third annual photographic contest for Kansas extension workers proved a popular feature of the annual extension conference. There was great interest in color slides. The score sheet for judging was that worked out by Don Bennett of the Federal office. The first-prize series, by County Agent Lot Taylor of Butler County on production of soybeans and flax; the second-prize set on building a landscape, by Linus Burton, landscape specialist; and the third-prize set, "A Lesson From Nature," emphasizing the use of pasture crops to reduce farm labor requirements, were all shown at a general session. Each of the winners read his own script as the slides were shown. There were 17 competing entries in the color-slide competition.

In the black-and-white photographs, Glenn M. Busset, Dickinson County 4-H Club agent, came off first with a series of three pictures showing some phases of club work in his county. Second place went to Esther I. Miller, home demonstration agent in Pratt County, and third place to Iva Holladay, home demonstration agent, Leavenworth County. All awards were war stamps.

January 1943

To Illustrate News Stories

By taking quite a number and quite a variety of pictures each year, we have available to people here in Chemung County a rather useful picture file. As these pictures are finished, they are mounted in a looseleaf notebook with two or three prints on a page. The prints are hinged at the top with gummed strips so that information about the picture may be written under it. A key number for each picture is used and this key indicates the place where the negative will be found in the card index file.

These pictures are used primarily for illustrations in news stories and timely topics written for the Extension News and the daily and weekly papers. We also find the pictures useful when we prepare film strips for use in meetings. Some pictures, of course, have value only immediately after they are taken. Others, however, are useful for several years. For example, we used this year pictures of the operation of a farm combine and pictures of tobacco harvesting that were taken several years ago.—L. H. Woodward, county extension agent, Chemung County, N. Y.

January 1941

From Color to Black and White

The making of black-and-white prints from color negatives although still in the toddling stage, promises to have a part in shaping the visual-education program of the Missouri Agricultural Extension Service.

For those county extension workers who cannot afford two cameras and who choose to keep color film in their miniature camera most of the time, and for those specialists who take nothing else but color, the developing of regular prints from their color photos proves highly helpful.

Let it be said at this point that suggestions to Missouri agents definitely emphasize the advisability of having both a roll-film camera taking about 2¼- by 3¼-inch negative and a small 35-millimeter camera for color work. However, many of the agents have found it financially impossible to obtain both; and frequently they have selected the smaller camera, as color slides can be used easily and effectively by 80 percent of the county offices which have available projectors for showing such slides.

The trend in this direction is indicated by our 1940 annual report which states that 54 of the Missouri extension agents now have these small cameras, as compared to only 2 in 1937. Incidentally, two-thirds of our specialists also use natural-color photos in their work and most of them take their own.

To the worker with a file of color slides and nothing else, it is comforting to know that when he needs photographs to illustrate his annual report, for newspapers, or for other use, he can have them made from his color transparencies. Our photo service at the University of Missouri will make a 3- by 4½-inch negative from a 1- by 1½-inch color

transparency for 40 cents, the prints from the negative then being the usual price. Thus for four prints, the cost would be 60 cents or, 15 cents a print. This averages higher than the cost of making the usual black-and-white photograph of this size but is not out of reason. This price probably is lower than that charged by the average commercial company.

The quality of the finished print varies with the quality of the original color transparency. If the original scene or view would have made a good black-and-white photograph, then the final print made from the color transparency should be good.

My Eye Cue

I read with a great deal of interest the December issue of the *EXTENSION SERVICE REVIEW*. This issue, you will remember, emphasized visual aids and, as Editor Schlup put it, "How Is Your Eye Cue?" As extension agent of McCook County, I have made good use of visual aids; and I think you may be interested in my experience.

First, I started in my office. My office room is 20 by 24 feet, with a 9-foot wall, and is well lighted. The south wall has 124 different Government bulletins on display, and two plywood panels 5 by 4 feet, with display of sheaves of grain such as flax, barley, oats, wheat, and forage crops. There are 25 or more very carefully made sheaves, correctly named. (Most of them were made for the State Fair.)

On the north wall is another plywood sheet on which 13 varieties of sorghums are mounted as taken from a test plot. Each variety was cut off next to the ground and shows actual height. Next to the sorghum is a folded "bed sheet" on which 17 different grasses are displayed. A soils map of the county is also on the wall.

The office files are near the east wall; on the wall also, are mounts of weeds, and a panel with interesting pictures taken over the county.

It is interesting to observe farmers look over these different exhibits. One farmer remarked "This is one of the best things you ever did," pointing to the display of grasses. "I never knew what blue grama grass, brome grass, or crested wheat grass looks like." Another farmer says, "So that's what Colby Milo looks like," and so it goes.

I do not have an expensive camera—only

Photographic Exhibit

A special exhibit of cameras, photographic accessories, and pictures was made by the editorial office of the College of Agriculture of the University of Arkansas for the annual conference of its extension workers.

The exhibit consisted of the focusing and fixed focus types of camera, as well as various accessories, such as flash-equipment, camera cases, various kinds of film, tripods, and the like. The picture section of the exhibit was divided into two sections, good and poor extension pictures, with criticisms under each photo.

August 1939

a common 116, box size. But the pictures are usually clear and plain. I take it with me on most field calls. I like action shots, or pictures that tell a story: Take a picture of a 4-H Club boy when he is starting his baby beef project; 11 months later, take a picture of the same boy and his calf.

I was driving along the road one day with our State visual education specialist when I noticed a patch of creeping Jennie blossoming in a cornfield. The farmer had planted through the patch, and the corn in the creepers stood only a few inches high. Outside this area it was knee high. A picture of that told a wonderful story.

We had one of the best series of educational meetings last year in connection with the agricultural adjustment program. We held the meetings in theaters and had several reels of educational pictures—Salt of the Earth, Muddy Waters, Spring Shows and Beef Cattle, and some others. If we could have had local pictures the farmers would have liked it still better.

A camera can be used to wonderful advantage in 4-H Club work. Pictures taken on tours, at meetings, or on project visitations always tell a good story if you are careful in your selection and setting up your picture: For instance, a group of 4-H boys in a sheep club blocking a lamb for Achievement Day, or a snapshot of a group of 4-H boys and girls planting trees is good. My motto is: "Have them doing something." Good pictures make it easy to write your annual report. By taking good pictures of your various projects during the entire year you can build your story or explanation around that picture. My annual report resembles a popular pictorial magazine. I find myself often using my "pictorial report" on office calls. Farmer Brown comes in to discuss weeds, trees, livestock, crops, or almost any project, and I have a picture or two that will tell the story fairly well.

So that's my "eye cue." Regardless of where it stands, I have received a great deal of benefit from my visual aids, and I am going to improve and increase them in 1941.—*J. Ervin Boyd, County extension agent, McCook County, S. Dak.*

Local News Photographers . . .

cooperated with the late Ellwood Douglass, county agent in Monmouth County, N. J., until his recent death. They collected representative pictures of all agricultural and rural life interests in the county, using this material for any special issues of the press where such photographs would be appropriate. More than 50 photographs were taken and placed in the extension file.

December 1940

MARCH 1941

Seven Ways To Use a Photograph

Colored Slides for Meetings

■ In order to illustrate better what some farmers in Mecosta County are doing to meet certain problems, colored pictures are being taken and slides made. These slides are being used at meetings for the purpose of instruction and entertainment. Some of the pictures are of a purely scenic nature and work in very well for mixed groups where the meeting is of a general nature. Other pictures show soil erosion. Some of the other extension activities illustrated include forestry, livestock, poultry, crops, and 4-H Club work. Last year more than 300 colored slides of rural living were shown at 12 different meetings of various agricultural and parent-teacher association groups. The Agricultural Conservation Committee purchased a projector and screen which is available for our use.—*B. E. Musgrave, agricultural agent, Mecosta County, Mich.*

Plant-Disease Plaques

Plaques with photographs showing the symptoms of diseases of tobacco and peanuts have attracted much attention and created favorable comment among the growers and county agents when used as exhibits at annual field days and tours in North Carolina. A collection of plaques on peanut leafspot and root rot diseases was prepared and used as an exhibit at the annual field day held at the Edgcombe Test Farm, Rocky Mount. Some 30 tobacco plaques were used on the tobacco disease tour and were set up as part of a tobacco disease exhibit at the annual field days held at Oxford, Rocky Mount, and Willard.

These plaques consist of groups of photographs depicting the symptoms of diseases of the peanut and tobacco, the extent of injury caused by the disease, the benefits derived from various treatments, together with typewritten notes on the control of the diseases. Each plaque is bound with a celluloid cover and may be used for several years.—*Luther Shaw, extension plant pathologist, North Carolina.*

Pictures for Annual Reports

Clinics on pictures for annual reports were held at a series of district conferences. Pictures designated as desirable and undesirable for permanent record purposes were mounted on large cardboards. Attention was called to poor and good photography and to the types of pictures which should be used in annual reports. A study of the pictures showed there were too many which were of people and animals and not valuable to the annual reports. Pictures showing contrast "before and after" effects were indicated as desirable. The fact that there is a tendency to use more

pictures in annual reports and that there is a great amount of money and time spent on them justifies more attention to the problems of their use.—*T. A. Coleman, associate director and county agent leader, Indiana.*

In addition to the color pictures taken of the major extension activities last year, regular black and white pictures were taken and finished in a special blueprint process for a 25-page pictorial section of my annual report. The blueprint process cuts the cost of the pictures in half.—*Albert Orr Hagan, formerly agricultural agent, Grundy County, Mo., now extension economist in farm management.*

In a Booklet

A unique system of using pictures has proved successful in Pawnee County, Kans. The pictures on each project have been grouped together and bound in a little Handy Pac booklet supplied by the photographer doing the developing. These books are labeled and the legends written in ink below each picture. I carry these picture booklets with me throughout the county and pass them out among people who seem interested. The pictures tell their own story, and tell it in a very few minutes.

These booklets of pictures are often arranged in a series to present a definite lesson. Perhaps the most outstanding example of this is the one I have named "Lightning Series." This Handy Pac catches the attention with a startling picture of lightning taken during a nocturnal rainstorm in which local people can recognize Larned in the background. Next come the pictures of serious erosion following the rain, taken at various points in the county. Then the pictures of successful basin listing and terraces, and the crop of feed that grew on terraced land.—*Carl C. Conger, agricultural agent, Pawnee County, Kans.*

Posted on Bulletin Boards

We have found the use of photographs very effective in encouraging good farming practices. Three bulletin boards were made this year and are posted at the office and in other public places, such as banks and stores. In traveling over the county we are constantly on the lookout for good pictures of outstanding farming practices, demonstrations, and other extension achievements. When these are obtained we post the pictures on the bulletin boards with a written description of the practices or achievement. We have found this an excellent way of placing extension results and improved practices before the people. The pictures are changed from time to time and new pictures posted. We use pictures that are timely as to season and crop.—*J. F. Brown, county agricultural agent, Stokes County, N. C.*



Local extension pictures illustrating improved practices are displayed on bulletin boards placed in banks, stores, and in front of the Grant County courthouse. The pictures are arranged in series illustrating various extension projects and are hung with descriptive legends in specially-built covered frames to be protected from the weather. These picture displays have attracted far more attention than the mere printed notices.—*Robert Hume, agricultural agent, Grant County, Ky.*

As Records of Demonstrations

Considerable time has been spent in making colored movies and "stills" of outstanding demonstrations in various parts of Wisconsin. I now have a total of eleven 400-foot reels of pictures showing results with lime and fertilizers on corn, grain, alfalfa, and pastures.

In previous years I have had several hundred enlargements made of pictures taken of experimental demonstrational plots. These enlargements (16 by 22 inches) are colored, mounted on cardboard, and framed. We have many of these colored enlargements hung on the walls in the halls and corridors of the Soils Building.—*C. J. Chapman, agronomy (soils) specialist, Wisconsin.*

They Take News Pictures

Several county agents in Pennsylvania are now making good use of cameras with accommodations for cut film or film packs. This equipment provides the opportunity to take "news" pictures. One or two exposures can be taken, the negatives developed, and prints made available with a story to the newspaper within 24 hours if necessary. This effort is especially effective in a county having a daily newspaper of wide rural circulation. County Agent J. W. Warner, Indiana County, had over 100 of his extension activity pictures with full description published this year. R. H. Ruml, Lycoming County, has at least one picture published each week in his local daily. W. O. Mitchell, Clearfield County, recently purchased a cut-film camera and is successfully developing the "news picture" angle in his public information service.—*George F. Johnson, specialist in visual instruction, Pennsylvania.*

Enlargements Fill Front Rows

LOUIS FRANKE, Extension Editor, Texas

■ Texas extension workers are going the enlargement route in visual education.

This came about through a combination of circumstances. Texas missed out on the film strip, is largely passing up the silent motion picture, and is marking time before the adoption of the sound motion picture.

Subject matter specialists, especially, find that enlargements fill the gap. George P. McCarthy, poultry husbandman, has a series of 14- by 20-inch enlargements dealing with culling and selection of a breeding flock. He says he would not trade the series for any film strip or silent motion picture he has ever seen.

Here is his argument: Farm people are pretty well familiar with the cinema as a means of entertainment. When the light goes out and the lecturer begins with his film strip, there is a tendency to relax in anticipation of entertainment, rather than to follow the comments closely. And any habitual movie goer knows the letdown that follows the showing of a silent rather than a sound picture. Another criticism of the silent motion picture, of course, is that most projectors do not allow the operator to hold the picture at any given point.

"The enlargement method of illustrating talks has all the advantages of the film strip plus some advantages all its own," McCarthy says. When he begins his talk, a goodly share of his audience sits in the back of the room * * * but by the time he holds up a few pictures and begins to pass them out among the crowd, the front rows are full and the back ones empty. He needs no "juice" for a projector. Nothing can go



Enlargements arouse the interest and put over the message.

wrong with the machinery, because there is no machinery.

Among other staff members who use the enlargements to advantage are Jennie Camp, specialist in home-production planning; Lida Cooper, district agent; Nora Ellen Elliott, specialist in food preparation; and Sadie Hatfield, specialist in landscape gardening.

The Texas Extension Service used a series of 64 photographic murals as its exhibit at the 1938 State fair.

County agricultural and home demonstration agents use enlargements, although usually not large or elaborate ones, to get over the message of "here's how Bill Jones up on Schmidt Creek built his poultry house."

The heaviest contributors to the enlargement series have been George W. Ackerman, of the United States Department of Agriculture Extension Service, Frank S. Knoblock, formerly of the Department of Agriculture, and Howard Berry, of the Texas Agricultural and Mechanical College Experiment Station. It is a cheering fact that pictures taken by staff members and field agents are showing improvement in technique and interest and that these are breaking into the select enlargement field with increasing frequency.

Disadvantages? The initial cost * * * and the fact that it is impossible to furnish a specialist with as many enlargements within a series or as many series as he might like to have. Still, Texas is a pretty large State, and it takes a goodly time to get a series before every farm and ranch family.

At any rate, while Texas looks longingly at the sound motion-picture field, it holds the fort with enlargements.

AUGUST 1939

Kansas Photographic Contest

A county-agent photographic contest conducted by the Kansas Extension Service culminated with a display of entries and the awarding of prizes at the annual State extension conference in Manhattan the last week in October.

First prize went to the picture taken by Earl T. Means, county agricultural agent in Cowley County, which appears on the cover this month. He was awarded a projector with case for this striking photograph of a lime-spreading scene. The beauty and action of the picture combined to give it the judges' preference over 68 others.

Second prize went to E. L. McIntosh, Lyon County agricultural agent, who submitted an appealing human-interest photograph of a group of 4-Club boys at a summer camp receiving chigger treatment from a county agent. Mr. McIntosh received a photograph album of a new and improved type. He also was awarded a white ribbon for the third best entry of three pictures.

Third prize winner was Vernetta Fairbairn, Butler County home demonstration agent. Her prize picture was a close-up indoors shot of a home management leader-training school, showing the extension specialist answering the

questions of one of the leaders, with other interested faces in the background. Miss Fairbairn received two cartridges of color film. She also won a red ribbon for the second best group of three pictures. The blue-ribbon winner of the three-picture group was entered by Ruth K. Huff, Doniphan County home demonstration agent.

Prizes were awarded by a photographic supply house from which many extension workers had purchased equipment.

The contest was conceived as a feature of the county-agent publicity-training program conducted by the Kansas extension editors. Entry folders were distributed to agents attending district publicity meetings in June. Rules of the contest mimeographed on these entry blanks specified that all county extension agents and assistant agents, with the exception of cow testers, were eligible to participate. Each entrant could submit not more than three pictures, which must be glossy prints. It was recommended but not required that entries be 5- by 7-inch enlargements. All pictures entered were required to illustrate some phase of extension work in agriculture, home economics, or 4-H Clubs. Judging was performed by a committee composed of Extension Director H. J. C. Umberger, the official college photographer, and a member of the journalism department faculty. Equal weight was given the technical photographic excellence of each entry and its story-telling ability.

AN Editorial

How Is Your "Eye Cue"?

LESTER A. SCHLUP, Editor

■ Not long ago, I saw a crowd assembled.

Thinking something serious had happened, I investigated and found that the people were interested in looking at a poster. It is human to stop and look at a good poster or a good picture. We all do it.

Why? Because it is a reflection of a segment of life. Our interest in good pictures is excelled only by our interest in human beings—in life itself.

The human mind is an exquisite mechanism designed to receive impressions from the outside world, to absorb these impressions, and as a result of this mental absorptive process, to make certain interpretations resulting in possible changes in our course of action. It accepts and makes the best use of those impressions which are closely related to life and which are given dramatic expression. We recall most readily the ideas we have obtained from a vivid presentation of information in a motion picture, an exhibit, a color slide, a poster, or some other form of visual expression.

We take the "eye cue" best in our learning process.

Pictures Go Modern

Man has known this for a long time. Written language itself is the result of an evolution from picture symbols, but the modern techniques of picture and diagrammatic presentation differ from those of the twenties as do the tanks of the modern Panzer divisions from those used by our A. E. F. in the World War.

Mickey Mouse, the comics, the billboards, the many tricks of the modern lay-out, color photography and engravings direct from color films—the many and numerous refinements of the various branches of the visual arts and trades, have made their contribution to this new day of education through means that make it easy for the eye to catch the cue.

Yes, pictures are influencing the lives of men and women and children. But pictures alone, whether good or bad, are of only passing interest—the impression is fleeting unless it is in the proper perspective; unless it is unusual; unless the mental image

begins to stick through explanation, repetition, and emphasis.

Pictures which live interpret and clarify an idea. Pictures plus the written or spoken word will illuminate a fundamental fact—will create a vivid impression—an impression that sticks. It is the idea which moves men and women to action made vital through a visual impression.

We in Extension can and should make greater and better use of the "eye cue."

In my opinion there is no field of education where visual media can be of greater help. Film strips, color slides, silent and sound movies available through the United States Department of Agriculture and other agencies, are among the finest means of getting out a crowd at meetings and for developing a background for discussion. And, incidentally, they save part of the voice of the extension agent. They help in technical discussions of plant and fruit diseases, as well as in conservation meetings and better farm living rallies.

Local pictures are gaining in importance, too. A camera, tripod, and exposure meter have become important parts of the county agent's equipment. Many times, shots taken by county agents have rung the bell in the local press, or in national magazines.

Kansas agents have done an unusually good job in taking and using pictures, as the cover page this month shows. So I asked Jean Scheel, extension editor, what he felt was the agent's greatest problem in the use of visual material. "The failure to fit pictures together to tell an interesting story and to tell it effectively is the weakness," he responded. Careful planning of the story to be told and a study of the interest-building techniques employed in motion-picture production are his suggestions for remedying this weakness.

Plans of work submitted last fall by extension editors indicated above all that they are definitely picture-minded. They are searching about for ways and means of increasing their services in the visual field both to county extension agents and to the general public.

George S. Butts, who works with the extension staff at Cornell, wrote me recently, "The soil auger used to be the standard marching equipment for the New York

county agent. The auger is still important, but the camera and the projector have now become as common to the county agent as has the gas mask to the modern soldier."

We will have even more need of the camera and projector for no one is likely to be called on for more talks, lectures, and educational meetings this coming year or two than the State and county agricultural and home demonstration agents. This fact was strikingly brought home to us at the recent 1941 Outlook Conference when many of us studied the "Impact of War and the Defense Program on Agriculture."

We learned at that Outlook Conference that whatever happens, agriculture will be called upon to make adjustments. Adjustments very often mean sacrifices. It is human nature not to submit to sacrifices unless our intelligence tells us that we gain in the long run. It will be the extension workers' duty to help farmers and the public generally to get an intelligent understanding of why certain adjustments may have to be made in the interest of national defense.

To Promote a Common Understanding

National unity is necessary to our defense program. To achieve this unity, farmers must comprehend the fact for instance, that the export market has shrunk. Farmers and city people alike must understand the principles of nutrition, for only through proper nutrition can we have healthy boys and girls and men and women, and only a race of generally healthy and physically strong people can be expected to maintain that morale which keeps a people free.

There is a big educational job ahead of us—an extension job which will require all of the experience gained in 25 years of educational activity. This number of the "Review" is presented with the hope that an exchange of ideas on visual aids in extension work will be helpful to the agent as he or she takes up this new and important task of educating rural people on defense preparations. Now is the time to take stock of our resources and exchange ideas and experiences that may be mutually helpful.

What is your "eye cue"? Let's hear about it.

December 1940

Better than WORDS A THOUSAND

am of the Soil Conservation Service is carried out primarily through the plans formulated for individual units. If these farm unit plans have the purpose of service--"better land use, a better life for people living on it, and protection of public welfare"--it is evident they must provide for the most efficient utilization of all resources of the farmer, including the land. Many advocates of conservation seem to forget the human element, which is so essential to conservation, and to stress the physical aspect of the conservation problem--in other words to control practice with a little vision for a better future.



IN A LANGUAGE older than words pictures gain the attention of the audience and tell a convincing story.

The contract for film strips for the current fiscal year was again awarded to Photo Lab, Inc., 3825 Georgia Avenue, NW, Washington, D. C. This is the only firm authorized to make and sell official film strips of the United States Department of Agriculture until July 1, 1941.

Film strips sell for 50 cents to 70 cents each when single copies are purchased. When quantities are ordered from the same negative, prices are lower.

The same low prices for preparing film strips for State and county workers from their local photographs will prevail again this year, the price being 10 cents per frame for the single frame size or 15 cents per frame for the double frame size. These prices include the negative and one positive print ready for use.

Write for additional information regarding costs for printing of legends and subtitles, catalog of film strips, and suggestions on how to organize your own series from your photographs.

EXTENSION SERVICE

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

Pictures—How Effective Are They?

J. E. McCLINTOCK, Extension Editor, Ohio

Granted 4 months' leave of absence for professional improvement, J. E. McClintock set out to study how visual aids were used in extension work and just how effective these aids had been. After 3 months in Washington studying reports and published articles and talking to visual specialists, he visited nine States to confer with extension workers. Mr. McClintock gives some of the high lights in his findings from the vantage point of 26 years of experience as extension editor in Ohio.

Extension workers have used many visual devices such as pictures, charts, specimens, models, sketches, cartoons, plans, exhibits, patterns, toys, moving devices, color wheels, layettes, and silhouettes, just to mention the leaders; but pictures in some form or other lead all the rest.

First, there is the old stand-by, black-and-white prints. They are passed from hand to hand or enlarged and set before a group. If they are good pictures, they tell a story. If that story happens to be one the extension worker wants told at that particular time, the picture aids him in his teaching. Otherwise, it is just another picture.

It is from black-and-white prints that cuts for all kinds of illustrations are made. Some specialists carry albums of prints. They claim that many farmers can get more information from one glance at a picture than they can from an hour of descriptive lecturing.

There may be some danger that the use of pictures in other forms may relegate prints to the discard. That would be unfortunate as they are the staple photographic product. A good working file is appreciated in extension offices.

Pictures must be selected for their application to the story or project at hand.

Reports of specialists and extension agents vary radically in their appraisal of the effectiveness of film strips in extension teaching. Some praise the strips, others ignore them, and still others definitely condemn them as makeshifts which, if not made from local pictures, offer little of interest and suggest little information that can be applied to many situations. Specialists, as a rule, want to give instruction in any particular subject in their own individual manner. If pictures are available to illustrate subject matter, one specialist wants to use certain pictures and in a definite order. Another specialist, discussing the same subject, will use other pictures; or, if the same ones, he wants to use them in a different order. It is highly improbable that from 25 to 75 pictures in any

film strip will suit very many teachers of rapidly changing extension projects.

Film strips are inexpensive, light in weight, and are easily transported and handled. They are available on a great many subjects. They have filled and may fill a need in getting a new program or project started. They are inelastic in that the pictures are arranged in a definite order. But, when made from local pictures or from pictures that tell the story to be told, they have proved quite satisfactory.

Motion Pictures

What about motion pictures as aids in extension teaching? Good, bad, and harmless. There are too many in the last two classes—pretty pictures attuned to soothing melodies, accompanied with mysterious ghostlike voices, floated onto silvered clouds. Educational? Not often. They draw a crowd, they entertain, and they develop mass interest and enthusiasm for the picture and, maybe, in the subject. Where they are followed with information in the form of talks or other pictures, motion pictures seem justified. They are expensive to produce. But as long as they draw crowds they will be used. Like all pictures, to be effective aids in extension teaching, they must be carefully selected. Because of expense, local pictures are the exception, not the rule.

However, the Pennsylvania Extension Service has 119 motion picture films in its library for the use of extension agents and specialists. All but 6 of those films were taken on Pennsylvania farms or in Pennsylvania homes. Many of them were taken by the specialists, others by the county agents, and the rest by the specialist in visual education. The specialists in that State like to do their own talking, even in connection with motion pictures. Therefore, the silent motion pictures have not given much ground there in favor of sound motion pictures.

The newest form of photographs to be used as extension aids are the small, trans-

parent color slides. These, when projected onto a screen, produce a picture so like the original scene that they have met with universal praise. There is a value to natural colors in pictures not rendered by black-and-white methods.

Several firms have developed methods of producing color transparencies. The cost is not great—about 15 cents for a slide ready for projection. The original price of the film includes developing (which must be done by the manufacturers), mounting in 2- by 2-inch cardboard mounts, and remailing to you.

For the most part, color slides are taken by those who use them. Unfortunately, they cannot be obtained by any wishing process. Someone must take the pictures. Those who are going to use the slides know best what those slides should show and are the persons to determine what pictures should be taken. They know too, when such pictures should be taken and where a particular picture can be found. It requires a little planning, a little time, and a little skill.

Any camera using 35-millimeter color film can be used. These cameras cost from \$10 to several hundred dollars. Beautiful pictures are taken by the cheaper cameras. The light conditions must be good for best results. The more expensive cameras can be used where the light would rule out the cheapest cameras. But good light is desirable for good color pictures.

Correct exposure is necessary. Therefore, the use of an exposure meter is highly desirable. In taking black-and-white pictures, a wide variation in exposure may result in usable pictures, whereas the variation in exposure which can be allowed in taking color pictures with good results is very slight.

Probably someone connected with every State extension service has taken some color film for the 2- by 2-inch slides. Their use is increasing. During 1939, Pennsylvania added 2,000 of the small slides to its collection. These are in the hands of the specialists, some of whom have a number of sets of 15 or more slides that are sent to agents on request. Almost all Pennsylvania counties have projectors and beaded screens. In that State, many of the agents have 35-millimeter cameras and, during the year, record many scenes that prove of interest and value in extension work in the county later. Some agents have 200 or more local pictures in color. From their collection, a set of from 15 to 40 slides can be selected on several subjects. These pictures are always of interest. They are in natural color, of local conditions, of local places, and of local people.

Say It With Pictures

J. W. WARNER, County Agent, Indiana County, Pa.

■ Twenty-one years' experience in using pictures in agricultural extension teaching has convinced me that most of the subjects in our work can be more effectively expressed in pictures than in words.

In my county, the use of pictures has increased the attendance at meetings, tours, and field demonstrations. When methods are depicted on the screen, a more lasting impression is created and a greater desire to improve practices results. Local experiences can be discussed more effectively, and I have found that the procedure or method recommended is simplified for the farmer when pictures are used. Visualizing our work and activities has also created a better public understanding of the extension program in the county.

The camera has proved useful not only in newspaper publicity but also in the making of slides, motion pictures, and photographic prints for distribution to those particularly interested. Our extension association file contains 1,638 negatives which are filed in film albums together with the date and subject of each negative.

I used a roll-film camera, with negatives, size $2\frac{1}{2}$ by $4\frac{1}{4}$ inches, before 1928 and then changed to a $3\frac{1}{4}$ - by $5\frac{1}{2}$ -inch roll-film camera with f:6.3 lens. Both cameras gave excellent results, but 3 years ago our extension office purchased a $3\frac{1}{4}$ - by $4\frac{1}{4}$ -inch film-plate camera with f:4.5 lens and delayed-action Compur shutter. This has been more satisfactory in getting pictures for publication in local newspapers. A single picture can be taken and handed to the newspaper for publication the following day in connection with a news story. The delay resulting from the necessity of completing the exposure of an entire roll of film is avoided.

Scrapbook Shows Results

Beginning in 1933 we started a scrapbook of our photos published in local newspapers and agricultural magazines. The scrapbook shows that 132 photos were published in 1933 with brief stories of the events. During 1939, two or three photos were used each week so that the record has been duplicated.

Requirements of pictures for our local newspaper include the following: (1) Give pictures a human-interest angle if possible; (2) get faces into picture; (3) pictures must be sharp and clear, and the center of interest must be prominent; and (4) pictures of groups of people and of line-ups of well-bred livestock are always popular.

In the fall of 1937, for our annual extension dinner which was attended by 500 per-



County Agent Warner gets the picture.

sons, a 20-year photographic souvenir program was prepared. This program contained 100 illustrations, many of which our office had accumulated in previous years. Thirty cuts were borrowed from a local newspaper. All of these illustrations were taken from photographs of agricultural activities in the county.

For $6\frac{1}{2}$ years our office prepared a monthly eight-page farm paper with a circulation of 2,200 copies. This paper used 108 of our photographs. All of these halftones are available for future use. Halftones made from our photos may be borrowed from the local newspaper as desired.

In December 1938, five of our photographs were used in a two-page article in one of the national dairy publications. These photos and the article told about the five bull associations, the three dairy-herd-improvement associations, and the four dairy-calf clubs serving to improve the dairy enterprise in this county.

In July 1939, 12 of our photos were used in a special county article in an agricultural paper of State-wide circulation in Pennsylvania. This article gave some of the interesting history and agricultural activities of the county.

We began taking motion pictures in 1935, using a borrowed camera. Four hundred feet of black-and-white film were taken that year. The effort was repeated in 1936 and 1937, using color film. In 1938, our extension office purchased a 16-millimeter magazine

loading motion-picture camera with f:1.9 lens. That year 1,150 feet of film was taken. New material was added in 1939. This film has been shown many times to 4-H Clubs, agricultural organizations, and civic clubs like Rotary, Kiwanis, Lions, and bankers' associations. This has given a broader picture of extension activities than could be told in any other way. We feel that this effort has been a good investment and decidedly worth while. We are now using pictures in at least two-thirds of our meetings.

The county extension association has a 16-millimeter sound motion-picture projector equipped with a microphone so that, where large audiences are present, the pictures can be explained and a "talkie" made out of a silent film. We also use many silent and sound films from the United States Department of Agriculture and from the central office of the Pennsylvania Agricultural Extension Service.

This year our office also purchased a 35-millimeter camera with f:3.5 lens and split-image range finder. We have thus far taken 150 2- by 2-inch colored slides which are proving very convenient and easily adapted to different programs and audiences. We have a combination film strip and 2- by 2-inch slide projector with a 250-watt bulb and f:3.5 lens which gives excellent projection. Our extension office has two beaded tripod screens, because it frequently happens that two meetings are held the same evening. We also have a regular stereopticon which is used with standard-size slides in a few daytime meetings when lighting conditions make the use of 2- by 2-inch colored slides or motion pictures ineffective.

An exposure meter is used in taking all pictures and is especially valuable in getting correct exposures for colored pictures. A tripod with tilting top is also used wherever possible for still and motion pictures.

Carrying-Case Equipment

A compact carrying case for camera, tripod, exposure meter, and other photographic accessories is being found a decided advantage by extension workers in Pennsylvania. Almost any sturdy container approximately 15 inches long, 6 to 8 inches wide, and 4 to 6 inches high with two or three low partitions, can be used for this purpose. E. P. Fowler, county agent, Montour County, recently made out of light boards a very satisfactory carrying case to accommodate flash bulbs and other lighting accessories as well as the usual photographic equipment. The major advantages of such a case are that the equipment can be easily kept in one place under cover, thus reducing loss or theft; there is less danger from dropping, cracking, or crushing the equipment, and all the equipment is available when the carrying case is taken to the scene where pictures are to be taken.

The Art of Taking and Using Extension Pictures

■ Pictures are an effective way to sell the extension program. That is the opinion of County Agent Walter J. Daly, Cowley County, Kans. In the newspaper, on the screen, and as illustrative sketches with circular letters, they are invaluable in attracting attention and selling new ideas.

With two daily papers and one weekly paper all anxious to use good local pictures, the news photo has been most important in the Cowley County program. During the past year, 98 different pictures have been used in the local county papers. Some of these pictures have been used in two or three papers; usually different pictures are given to each paper. This plan of giving different pictures to each paper suits the editors and makes it possible to further localize the publicity program.

Mr. Daly has his best-organized program with the Arkansas City Daily Traveler. This paper carries a special farm page each Tuesday. This page is devoted largely to pictures and news stories featuring the local extension program. In addition, the Traveler prints timely agricultural news any day during the week. In the Winfield Courier (daily), the agricultural and homemaking news is distributed during the week. The Winfield Record (weekly) devotes a portion of a page to this type of news each week.

The Cowley County agricultural agent believes that local pictures have made his publicity program popular with the editors and the people of the county. He believes their greatest value is in arousing interest, but they are often educational as well as interesting. Townspeople, the same as country people, seem to be interested in farm pictures.

Mr. Daly does his own photographic work. It is a hobby with him, and developing and printing are done during spare time in evenings. As far as photography is concerned, Mr. Daly says he belongs in that class of amateurs known as "bathroom finishers" and



County Agent W. J. Daly, who finds farm folk picture-minded.

adds, to those who might try this venture, that diplomatic relations with the wife are more vital than hypo and developer. The farm bureau pays for most film, paper, and chemicals that are used in making extension pictures. Cost to the farm bureau averages about \$2.50 per month, which includes pictures for the annual report as well as for publicity purposes.

Camera equipment is owned by Mr. Daly, but a projector and a screen for slides have been purchased by the farm bureau. Mr. Daly takes most of his pictures with the 35-millimeter miniature camera. Most prints sent to newspapers are enlarged to 5 by 7 inches. Glossy prints are furnished the press without charge.

During the past year, slides, both color and black and white, have been used extensively

in the Cowley County extension program. Mr. Daly selected 100 slides, about half of them in color, and used them in making his annual report at 17 township meetings last winter. This illustrated report also was given to the Arkansas City and the Winfield Chamber of Commerce organizations. These slides proved to be an effective way to make a report interesting. Most of the pictures showed extension activities and results. Slides also have been used at 4-H Club and other meetings.

The Cowley County program has proved that color slides are especially effective. They not only attract more attention than black and white but for many subjects are much more accurate insofar as educational value is concerned. Often, such as is the case with fertility tests, it takes color to tell the complete story. Mr. Daly believes that miniature cameras make color slides inexpensive and practical.

As in most Kansas counties, illustrated circular letters are not neglected in the Cowley County Program. Mr. Daly believes that illustrations help many circular letter but should not be used on all letters. Bold headings made with a lettering guide often are more effective. He also believes that care should be used in the number of circular letters sent—too many are not only an unnecessary cost but, in the eyes of the people, cheapen the service. In the 1938 report year, 279 circular letters were sent out in Cowley County. Most of them used illustrations or large lettered headings. (This number includes agricultural conservation program letters written by Mr. Daly.)

Mr. Daly finds that people are picture conscious, and farm folks are no exception. They much prefer their education in illustrated "doses" rather than printed pages of lectures. Cowley County's experience indicates that pictures are a modern and effective way of putting over an extension program.

EXTENSION SERVICE REVIEW FOR AUGUST 1939

In Sight—In Mind

HENRY L. WASHBURN, County Agent, Santa Cruz County, Calif.

■ County agents sometimes ask why I made photography a hobby. It came on gradually. Very poor pictures, soil erosion, and a desire to do some one thing well were responsible.

In 1930, erosion damage was a little worse than usual, or I was more conscious of it. If I could only show my growers this county-wide damage at a glance, I thought, it might also make them more erosion-conscious.

While attending our State conference that year, I saw County Agent Boissevain's little single-frame miniature camera. I bought one, stuck it on a tripod, and added an exposure meter. During the next rainy spell, every time I passed erosion damage, that bit of evidence was added.

At that time, no local photographer would process the film, so I sent it to a miniature specialist at Berkeley for development. Forty frames were selected for a film strip which I showed at evening meetings. These were followed by a series of well-attended field meetings.

During 1933, we had an opportunity to obtain a Federal erosion-control area, provided growers were interested. In 3 days a committee of erosion-conscious farmers got 550 owners to sign a petition for the area. Enlarged prints from the erosion negatives accompanied the petition, and we got the area. I became more interested in pictures, especially in the more facile-working miniature camera used with tripod and exposure meter.

Puts Life in Annual Report

A Federal bulletin interested me in looking over my annual reports. The pictures were mealy, out of focus, and lacked interest, and well deserved their hiding place in the envelope at the rear. Writing annual reports is tedious. Confucius said that a good picture is worth 10,000 words. Perhaps, if my report were attractively illustrated, local folks might look at it while waiting in the office. Now, with 64 pages of home-made pictures, it is out in the open all the time; and many people get a better idea of the wide scope of our service.

Expanding my good idea, I bought a new miniature camera with double frame, 35 millimeter negative, and the county supplied an enlarger which I installed in an 8- by 10-foot dark room walled off with plaster board in a woodshed at home.

Printed instructions resulted in slow progress, so I organized a local extension class. In this way I was able to obtain additional training from one of the University of California instructors. Mystery gave way to

laboratory routine. Time and temperature were controlled to make negatives fit enlarging paper. Now, when hurried, I can put through 3 rolls (150 frames) in 45 minutes and make forty 5 by 7 enlargements from 10 to 12 negatives after dinner, cropping out unwanted portions of the original negatives.

My pictures are a big help when used in local papers, mounted to show at field meetings, in exhibits, and on the screen, not to mention local use of the annual report. For screen use, I have switched almost entirely to the 35-millimeter natural-color 2-inch slides.

In photography rules are made to be broken. However, I have found the following to be of great help: Use one kind of film, a lens shade, tripod, exposure meter, and yellow filter where sky is in pictures. Focus carefully, and do not shoot between 10:30 a. m. and 2:00 p. m., eliminate background, always use 45-degree light, i. e., sun from left or right. Take one picture at a time; avoid distant shots unless there is an interesting foreground.

All brands of film have different characteristics. No one can explain them. It is easy to eliminate this variable by sticking to one film until its quality is learned by experience.

A wobbly camera and an out-of-focus lens

A chance shot of 4-H Club members. A little persuasion was necessary to get arms over shoulders to tie the picture together. I sat on the ground and shot upward to get a clear background, using a medium yellow filter to make the faces stand out against a dark sky. I focused on the boy's hand.



at first spoiled many of my pictures. Tripods are tedious, but mine gave me a standard of sharpness with which to judge the inevitable hand-held shots. It is an advantage if the camera "stays put" while lining up the composition. Biggest advantage is the opportunity to stop down the lens aperture and use a slow shutter speed. The nearer I can approach $f:64$ the greater the detail, over-all sharpness, and depth. This applies to still subjects only.

Focusing Made Easy

Focusing is where the little camera shines. More than half the time I use hyperfocal distance. I had my camera more than a year before I knew what this meant or how to set it instantly with the built-in focusing scale. Briefly, at any given lens aperture, there is a set distance from the camera, which, when it is focused, will give sharpness from one-half that distance from the camera to infinity. The smaller the aperture and the shorter the lens, the nearer the hyperfocal distance.

Thus, with the usual folding camera and a $5\frac{1}{2}$ -inch lens with aperture at $f:16$, the hyperfocal distance is 32 feet; and everything from 16 feet to infinity is in focus. A smaller camera with a 2-inch lens at $f:16$ has a hyperfocal distance of 16 feet, and everything from 8 feet to infinity is sharp.

When "shooting on the wing" with the little camera, $f:8$ gives a hyperfocal distance of 30 feet, but lets in four times as much light, which permits a shutter speed of one one-hundredth of a second, or four times as fast

as the one twenty-fifth of a second necessary for the $f:16$ of the larger camera.

Experience was necessary to tie up the use of an exposure meter with the brand of film I am using. The same old exposure meter, with my eyes, cheeks with the electrical instrument; and I carry it for a spare. The electrical meter is faster. I usually expose for the shadows and develop for the high lights. When in doubt, I make three exposures—the one indicated by the meter, the second double, and the third one-half of the metered shot. The little camera makes this process economical.

Composing the picture is the biggest task and calls for the art of seeing. Some agents may be born with it, but to most of us it comes slowly and with hard work. Here again a few rules have been helpful to me.

Have only one center of interest in a picture. Make it impossible to divide the picture into two or more. Never put the center of interest in the middle, but near one of the intersections made by lines dividing the frame into thirds both ways. Prevent the horizon from cutting through the center or dividing the picture into equal spaces. Have subjects look into not out of the picture, i. e., have more space in the direction they are looking or going. Always have something in the foreground, preferably dark, if it is only a shadow. Give the best light to the center of interest. Get close enough so that there is nothing left in the frame except that which will add interest to the subject matter. Get rid of backgrounds by shooting against the sky, dark trees, shrubbery, ground, neutral hillsides, or a canvas.



This made the front page in a local daily, calling apple growers' attention to spray-notice service. I shot this lying on my back. I used a $k1$ filter and focused on the farmer's face. The camera was placed so that his arms and the stick would make a triangle and the size of the pan would be related to his hand.

If all these methods are impossible, a "busy" background can be thrown out of focus by opening the lens diaphragm.

Tour and field-meeting pictures have been

simplified by the miniature camera with its greater depth of focus and, therefore, speed. On such occasions my camera is always open and ready to shoot on hyperfocal distance. The cover picture of the Extension Service Review for March 1938 is that kind of picture. My tour stopped at a winter-pea contour demonstration. After making several shots, I noticed, while introducing a speaker, that there was a slight rise in the field behind the crowd. I walked far enough back to get in most of the crowd, but, more important, I was high enough to get the erosion-control contours over the heads of the crowd. One of the most difficult things about meeting pictures is to get with the crowd an understandable view of what they are watching.

I seldom use my fast Summar lens wide open. Ninety percent of my pictures are shot with an aperture smaller than $f:6.3$, perhaps 5 percent at $f:4.5$, another 3 percent at $f:3.5$, and not more than 2 percent wide open, $f:2$. Speed is all right to have in reserve.

The small camera is a necessity for economical color. However, before discarding the larger outfit, one should make sure that if he doesn't want to bother with processing, there is someone close by who is making a specialty of this type of work. Miniature negatives cannot be forgotten in the "soup" with larger negatives while a customer is being waited on out front. Their development is simple, but precise. I know of one big metropolitan daily where the small cameras are on shelves gathering dust. "Life's" photographers, on the other hand, make large use of the miniature outfit. Success depends upon the operator.

August 1939

Posters, Signs, and Charts

Egg facts for the consumer

■ The Wisconsin quality egg program has some new slants that are proving successful. In addition to the usual holding of egg-grading schools on farms and work with homemakers and producers, it was decided to bring in the consumer. Though it is customary to think of the out-of-State markets first, a number of relatively large cities did offer opportunity. To reach these consumers, a combination of "A Good Egg" show and a cooking school was planned for several counties.

The show included panels and other materials giving an explanation of why some eggs have brown shells and some white; why a laying flock must be confined; how vitamins in feed are converted or carried over into eggs; and such factors in quality as collecting, wire baskets, cooling, marketing, buying on grade, selling on grade, and refrigeration in the home.

The Federal Grading Service and

the egg dealers cooperated in making an exhibit showing each of the grades of eggs under the candle and then packs of each in dozen cartons and in 30-dozen case lots. There was also a display of dressed poultry by grades. An egg show included one class for adults and one for students.

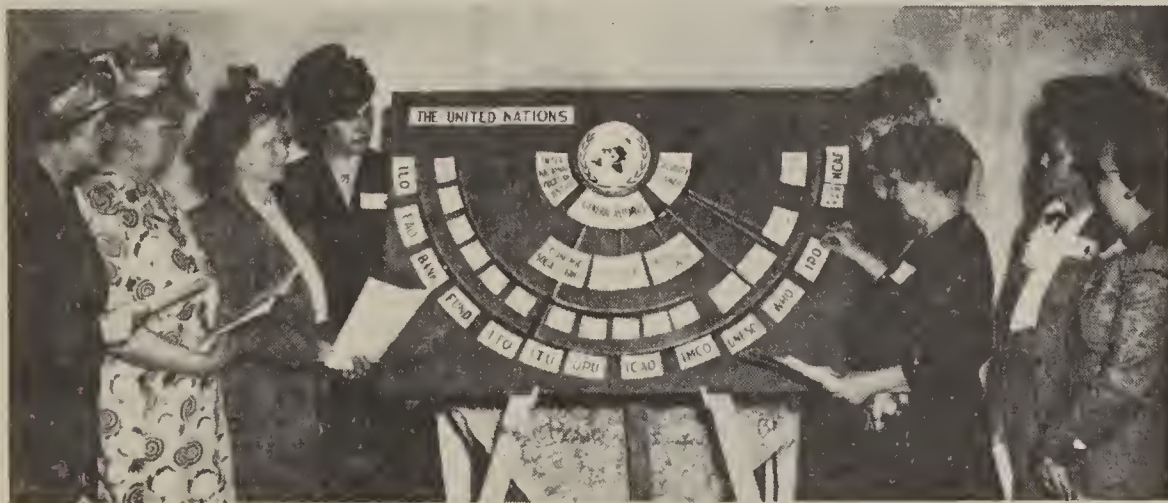
The cooking school was held in the afternoon with door prizes of such donated articles as roast turkey and angel-food cake. Admission was by ticket only from local stores, butchers, or others who supplied the consumer with eggs. One of the striking things about the venture was the cooperation of industry. For example, in one instance the power company ran a special cable to install an electric range. The Association of Commerce in each city sponsored and cooperated with the activity. It usually turned into a civic enterprise. Every store carried cards naming the day.—*J. B. Hayes, extension poultryman, Wisconsin.*

Extension Service Review for August 1946

Dramatizing the United Nations

■ A skit explaining the United Nations organization was a feature of a district home demonstration federation meeting at Woonsocket, S. Dak. Nellie McLoughlin, assistant State home demonstration leader, was the narrator. This program was also used at seven other district meetings, and the script was made available to all home demonstration agents who want to use it for achievement

days. This is a development in the "Reading in the Home" program which South Dakota clubs have carried on for the past 19 years. The director of the State Free Library Commission compiled last year's reading list, "America Looks Ahead," and the extension far economist. Lyle Bender, prepared the discussion topic on International Trade for the use of home demonstration clubwomen.



Extension Service Review for August–September 1948

Building interest in school lunch

■ Colored stars on a chart are indicating to rural school children in Rock County, Wis., how they stack up with their fellow classmates in the school lunch program.

Ann Kyle, county home agent, reports that the pupils' names and the weeks of the school year are shown on the wall charts. If a child has milk in his lunch every day for a week, a star of one color is put after his name. If he has a hot dish every day for a week, he gets a star of a different color; and if he has both milk and a hot dish every day for a week, a star of still another color is placed after his name.

The school lunch program is promoted by a committee composed of the home agent, the county superintendent of schools, the county supervising teachers, and the county nurse. The committee is promoting the pint-jar method of providing a hot dish; the child brings soup, chili, a vegetable, or a baked dish to school in a pint jar, and it is warmed up at the school for lunch.

To simplify carrying a lunch, Miss Kyle is suggesting to mothers that they buy or make knapsacks that fit on the back of the child. The knapsack has room for the pint jar or a thermos bottle and sandwiches, and has a book section as well. Many mothers and members of homemakers' groups are buying or making knapsacks after seeing the sample Miss Kyle is showing.

March 1945

Agents tackle housing problem

■ New York's Extension Service has completed three series of meetings on rural housing, and throughout the State genuine enthusiasm has been registered by the county agricultural, home demonstration, and 4-H agents about the part they can take in this phase of bettering farm life.

Labeled the "Number 1 Extension Job" of the year by Director L. R. Simons, the 15 regional meetings from February to July attracted as many as 225 agents per series.

Many were skeptical and lukewarm about what they could do. "Do we just sit and wait or do we do something?" was the attitude of some; but once the meeting got under way, interest was high, and the agents were full of suggestions.

The general plan of the 2-day meetings was to present the facts and to help the agents equip themselves with enough information to help rural families carry out the construction and repair programs they want to undertake. In the first series, three Cornell specialists and the Director of Extension presented the facts on aims and obligations in rural housing, building materials, methods of reducing housing costs, farmhouse design and remodeling, and ways to analyze

present structures in relation to family needs.

Director Simons set the stage by outlining the aims and obligations of Extension in rural housing. He said farm homes and buildings are due for some extensive face lifting in the next few years that will bring about not only greater efficiency but also more attractive homesteads and better living conditions generally.

He pointed out that more than a third of the farm dwellings are more than 86 years old, 95 percent are of frame construction, about 70 percent have electricity, 44 percent running water, 30 percent a bathtub or shower, and similar facts based on the 1940 census. This indicated somewhat the nature of the job ahead.

Who Will Ask for Most Help?

Most requests for assistance in housing problems will probably come from farm families with a gross annual income between \$1,000 and \$4,000, Simons said. Others will likely turn to sources of professional help.

Machinery to help bring about housing improvements has a legislative basis in the Research and Marketing Act of 1946, and the director explained how the experiment stations and ex-

tension services could operate in furthering the work when funds become available.

Ruby Loper, extension rural architect, who "carried the ball" in program arrangements, discussed farmhouse design and how it differed from city homes. Two hypothetical designs were submitted and studied.

In remodeling, the emphasis was on conservative expenditures of time, labor, and money. The thing to do, said Miss Loper, was to visualize what you can get out of the present structure. Presented were three actual remodeling jobs, with charts, as a teaching aid for the group to help families plan needs and wants. "The time to do this is before the carpenter starts his work," she said.

Building materials came in for attention, as Prof. A. M. Goodman cited prospects for more plentiful supplies, but prices are uncertain. A number of relatively new building supplies are on the market and are valuable if used for the purpose intended. Cited among these were cinder block, plaster board, various insulating boards, and the like.

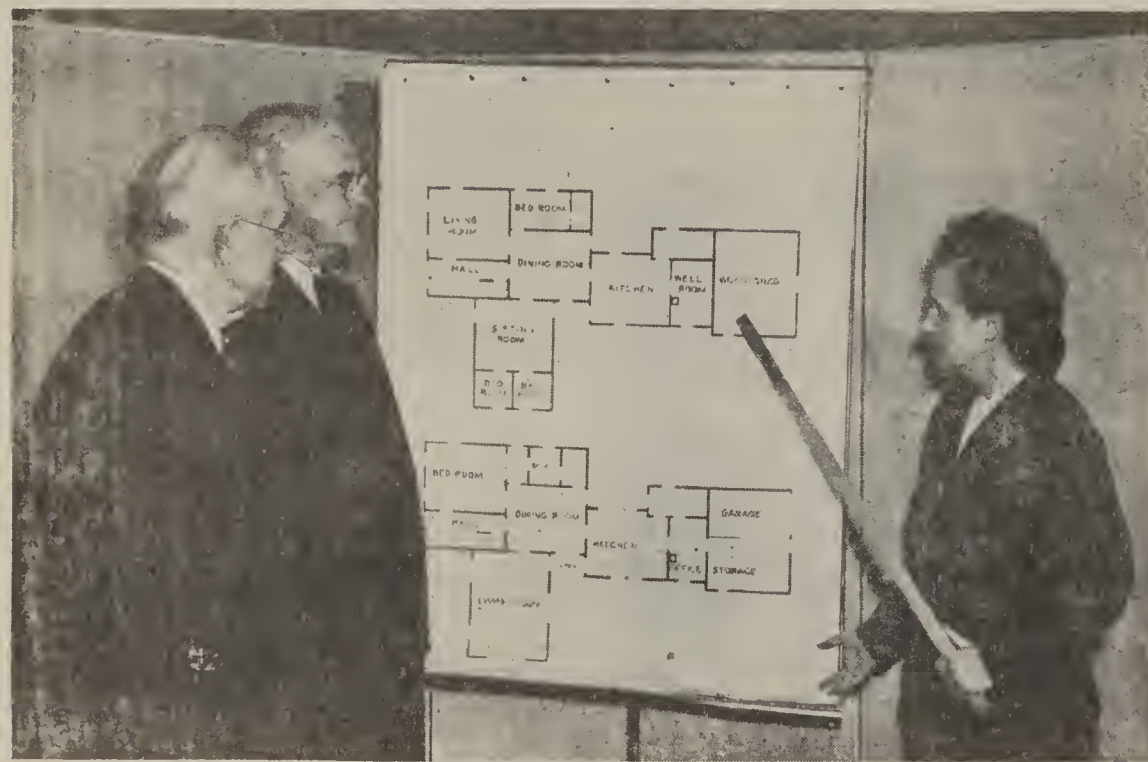
Professor Goodman spoke of the importance of good foundations and good drainage. He also discussed chimneys, how most farm fires originate there, and why a good chimney is a good insurance policy.

Prof. C. A. Bratton touched on the economic side of housing developments, urging folks not to go too heavily into debt. "You should have an equity of at least 50 percent in times like these," he pointed out.

The meetings featured demonstration, discussion, and workshop, with agents actually doing jobs they may have to do with others. At a round-table session, they discussed publications they would like to have. Small leaflets were recommended so that eventually all could be assembled in one handbook on rural housing. Cornell is already planning bulletins on bathrooms and chimneys.

One of the questions has been how 4-H Clubs could fit into the general housing program; and it was agreed, as a result of the meetings, that club members can do a great deal with demonstrations and exhibits featuring home improvement and beautification and "better methods" programs. Older rural youth in particu-

Studying the remodeling plans for a farm home are Prof. A. M. Goodman, agricultural engineer; Extension Director L. R. Simons; and Ruby Loper, extension rural architect. (Photo by John F. Brock.)



Extension Service Review for November 1947

lar have a stake in housing and should be encouraged and helped to participate.

With commercial firms also interested, some persons have felt concern about the chance of making the housing program a truly extension one. In New York, the plan is one of cooperation. "We have found," said Miss Loper, "that lumber and cement dealers and others in the commercial field are anxious to work along with us. This cooperation proves mutually beneficial."

The housing program proceeded with the second series in April when water and sewage disposal systems were discussed by Prof. Paul Hoff; correct use of concrete by an engineer of the Portland Cement Association; and selection and arrangement of bathroom fixtures and farmhouse remodeling were taken up by Miss Loper.

The third series in June featured kitchen planning by Ruth Remsberg, furniture arrangement by Mrs. Ruth Comstock, the subject of painting and more work on remodeling by Miss

Loper, and paint mixing and use of color for various rooms by Charlotte Robinson.

In October, the subjects of heating, ventilation, insulation, and more work on furniture arrangement and remodeling were featured.

The housing program is one that has successfully cut across college and departmental lines, and cooperation has been excellent.

A new home study course on concrete making is also being offered by Cornell.

Farm people can help streamline extension

HAROLD C. PEDERSON, Hennepin County Agricultural Agent, Minnesota

■ Agricultural extension work in Hennepin County, as in hundreds of other counties in the United States, has grown, like Topsy, during the past 30 years. Beginning with a small group of progressive, foresighted farm people and an agent possessing the same characteristics, it has developed into a sprawling network of nearly 200 organized groups.

Nearly every product sold from the farms of the county benefits from marketing work done during the 30 years. The crops are better because of improved varieties, seed treatment, and soil improvement. Dairy products, livestock, and poultry net more money. Yes, and many homes reflect the influence of successful home project courses. Many young farm couples who obtained their early inspiration and subject matter from 4-H Club work are now established farmers and community leaders. Indeed, there are signs all around us that extension teaching can improve the farm way of life. Public acceptance speaks well for extension's success, and the county staff has increased from one agent to three—agricultural, home demonstration, and 4-H Club.

In recent years, however, this constantly enlarging program has overwhelmed me with a large number of tasks, and I find other agents facing the same problem. It seems that something must be done, but just what to do is not clear. Recent studies on county extension organization somehow fail to give the answers. Suggestions from State and Federal sources are well prepared but too general, hence difficult to apply in a specific county. One reason is that they usually fail to give adequate consideration to existing local organization. Trying to streamline the work by adding more organization invariably results in further duplication and confusion. I suppose every agent has wrestled with this problem. Many, no doubt, have worked out plans for simplification, but generally progress in

this direction has been discouraging.

Recently, it occurred to me that our own farm folks might help with solving these organization problems. This idea originated from a satisfying experience with a detailed land-use study. The ease with which farmers handled knotty problems intrigued me. It seemed that the county program advanced several years during that 5-month period we worked on land use.

The challenge was how to prepare an exhibit that would enable farm folks to get a quick and accurate picture of the total county program. Several possibilities of a visual nature were considered, and the plan finally decided on was the preparation of a calendar chart for each agent, showing nature of work performed each day and another chart that amounted to an annual report in diagram form.

Charts Visualize Total Program

The calendar charts were prepared from each agent's monthly report. Cross-hatched bars were used to designate meetings. The location of the bar indicated whether it was a forenoon, noon, afternoon, or evening meeting. The nature and place of the gathering were also indicated. Other notations reported such things as office calls, telephone calls, farm visits, news items, and radio scripts prepared. Colors were used for contrast and to add emphasis. These charts really explained the "when, what, where, and why" of each agent's activity for every day of the year.

The fourth chart, titled Hennepin County Agricultural Extension Program for 1945, gave a composite picture of the year's extension efforts. No effort was made to separate the work as to agents. The county program was divided into five divisions—office services, 4-H Club work, Farm Bureau, home project activities, and cooperatives and other organized groups. In the office section of the chart were eight rectangles, each con-

taining information relating to the past year's work, such as 1,701 office calls, 5,907 telephone calls, 280 news items, 141 radio scripts, 66 days at conferences, and 29,594 bulletins distributed.

The 4-H Club section contained 50 squares. Thirty-two of them represented local clubs along with their names and enrollment. The other 18 listed the county and State events associated with the 4-H program.

The Farm Bureau organization was illustrated by 12 squares, each representing an organized local unit, or a county or State event. Eighteen extension topics were listed as examples of program material featured at these gatherings.

The home demonstration program for the year was shown by 42 squares, 34 of them representing the organized local groups enrolled in the major project. Three others represented minor projects involving 72 local meetings. Topics at all meetings were included. The five remaining squares indicated other cooperating organizations such as PTA's, churches, Red Cross, and State economics association.

The final section of this chart related to cooperatives, special commodity groups, and other farm organizations. This group totaled 42 and involved 162 meetings for the agent. This list was interesting because it represented practically every phase of farm, home, and community activity in the county and included nearly every farm family. Some of these organizations are older than extension work.

200 Sets of Officers at Work

Reviewing this chart reveals that 969 extension meetings were held during the year with a total attendance of 39,648. This labyrinth of organizations included nearly 200 sets of officers or committees, which leads one to conclude that the county extension organization is far more complete than it is usually given credit for.

When these charts were completed, county and community leaders were given their first opportunity to review them at the county program planning meeting. Their response was interesting, and their surprise at the total size of the county program



Agent Pederson explains his calendar chart which shows graphically the total county extension program.

was distinctly evident. They studied the charts carefully and commented on the rigorous schedule necessary to service such a large program.

Here are a few of the statements made by those present:

"Here is an instance where an agent attended meetings and made home visits at both ends of the county on the same day and followed a similar schedule the next day. Couldn't a more logical schedule be planned so as to save time and mileage?"

"Here's a community meeting all three agents attended. Wouldn't it be better to have just one agent on the program at a time?"

"Look at this string of night meetings, 12 in a row! That's a heavy schedule considering each day's work starts at 8:30 in the morning and lasts until midnight or later."

"Here are neighboring units with entirely different programs where local conditions seem quite similar. Perhaps they ought to get together."

The discussion that followed and continued at later meetings shows that these leaders were truly interested in streamlining the county program. A few of the most pressing problems were listed:

1. The increasing number of cooperating groups and assignments are not offset by a corresponding reduction of other groups or assignments.

2. Unexpected office and telephone calls frequently require so much time that carefully planned programs are interrupted and sometimes forced from the schedule entirely.

3. Lack of sufficient office help forces agents to do chores that are not productive.

4. Numerous evening and other meetings prevent the agent from taking adequate time for preparation of material for keeping abreast of current developments and completing reports.

5. Agents do not have time to assume community responsibilities in their own sphere comparable to those which one encourages and expects farm folks to assume.

6. It becomes nearly impossible to take advantage of the vacation privilege.

7. There is very little detailed information on how other counties may be solving their problems.

These are some of the problems that face my colleagues and me. What can we do about it? I think we should seek the solution not in radical changes in organization but rather streamlining what already exists. Here are a few suggestions that seem especially worth considering:

1. Sponsoring of more local and

county-wide farm and home programs patterned after the State Farm and Home Week so several farm groups might participate without losing their individual identity. This should result in fewer but larger and more effective gatherings that will save time of rural people, agents, and specialists.

2. Where possible and advantageous, emphasize farm family programs where all meet together instead of in individual groups.

3. Urge local communities to lend increased support to the local leader training method of home project and 4-H Club work, thereby using more local leaders in these phases of work.

4. Insist on better-planned programs by all cooperating groups, especially township units and the numerous other organizations with which cooperation is expected.

5. Obtain a substitute either locally or someone through the State office to carry on the agent's work during vacation periods.

6. Provide opportunity to review in more detail "agent success stories" from the counties that have well-rounded programs.

The above suggestions are in line with the thinking of our own farm leaders who, by the way, are almost as busy as extension agents and will surely lend a hand in the streamlining process if given the opportunity.

April 1946

Scheduling extension speakers

■ When a New York State College of Agriculture Extension specialist visits any one of the counties in the State, his path can be traced backwards right to the office of Mrs. Blanche W. Monroe in Roberts Hall on the Cornell campus.

The big chart on the west wall of her office and the U. S. train schedules, national bus schedules, and local timetables on her desk made the comparison more vivid. Even the specialists coming in to check their schedules had the atmosphere.

The college has 50 to 60 extension specialists to schedule out as speakers at meetings or as demonstrators wherever requests are made. Some are full-time extension men, and others are part-time. In addition, research specialists from the many departments of the college and the Geneva Experiment Station may be called on. This arrangement is part of the service of the college to the people of the State.

A Rotary club, a Kiwanis club, or a farm organization may want a speaker. The club or organization calls on its county agent who makes the request to Mrs. Monroe. 4-H Club agents and home bureaus do likewise.

The Home Economics College Extension Service may also want a speaker from the agricultural college for some program or demonstration requested, and Mrs. Monroe handles these requests with all the others.

With some 50 to 60 specialists and requests from about 150 agents, the attempt is made to satisfy everybody as far as possible and provide good programs for all counties of the State. The counties have to be treated as equally as possible, and the physical strength of the specialists requested must be considered, as well as the time they need to be at the college to write bulletins, attend training schools, have conferences, and check on research.

"The yellow tabs," said Mrs. Monroe, pointing to her chart, "mean that the time must be reserved and the men cannot be scheduled out. The check-marks on the white tabs refer to the subject, time, and place for which they are scheduled."

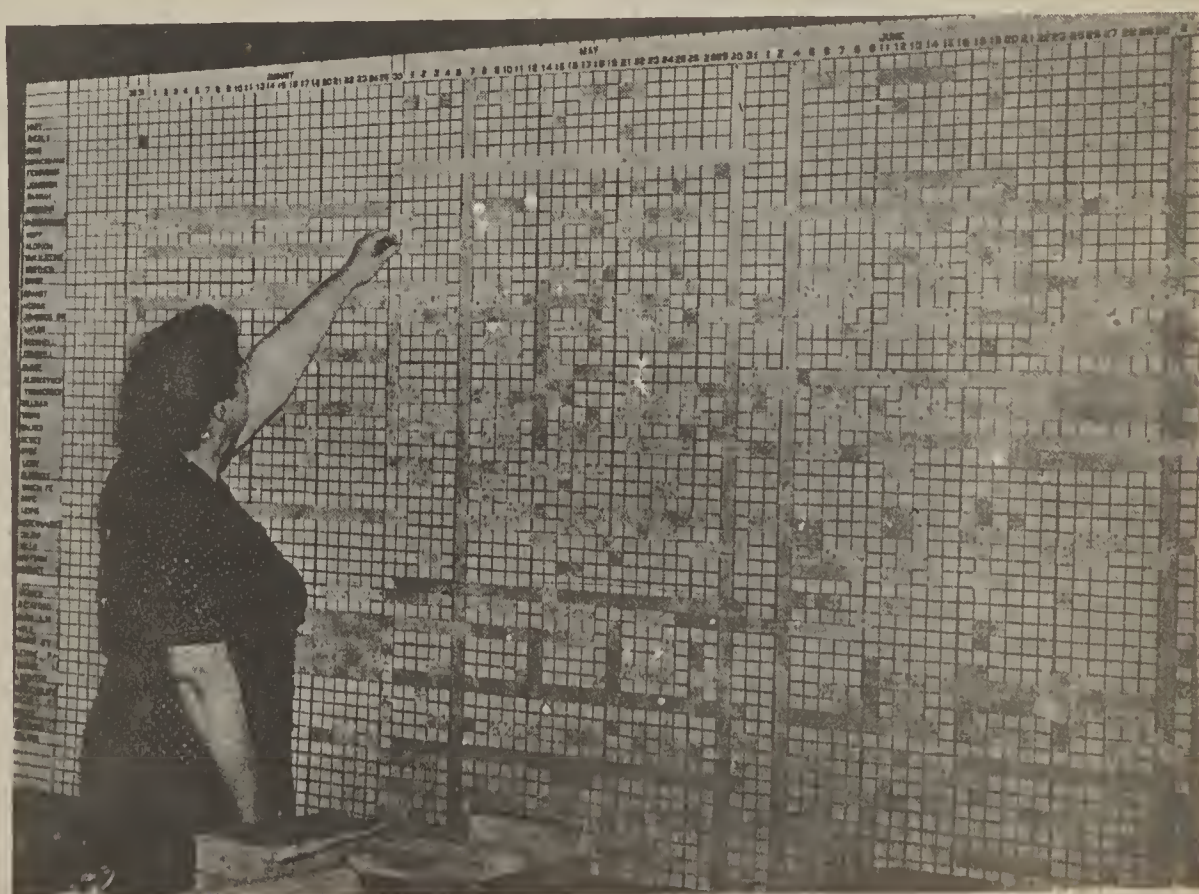
With a large correspondence every day, she can tell by a glance at the chart where each man is to be and whether he can be assigned to a request that has just come.

If he can be assigned, she looks up train and bus schedules from the timetables, which probably are more complete in her office than in any other place in the State; and she plans the route to use as little time as possible. Some of the specialists go by college cars, and one of the three other women in the office handle the details.

"The fun comes in," she said, "when Saturday morning arrives and details have not been completed for the following week's scheduling of a specialist. Telephone calls must be made or telegrams sent. Some dates are fixed far in advance; but others come in as emergencies, where, for instance, a farmer's pigs are dying or weather conditions have affected growing."

Occasionally, a call comes in asking where the speaker is who is supposed to arrive at a meeting. This happened recently, Mrs. Monroe said, when a new specialist didn't realize that the meeting date was definite.

Mrs. Blanche W. Monroe places a tab on her wall chart for another appointment made for an extension speaker.



He was busily working away in his office at the college.

Mrs. Monroe is fond of the poem written by the late Bob Adams, author of "Rude Rural Rhymes," who as an extensioner for many years traveled the State in the interests of the 4-H Clubs. It follows:

My familee I seldom see,
My face they hardly know;
The curse that drew the Wandering Jew
Is on me as I go.
O Robin-son, that heartless one,
He does not give a hoot.
Excuse these tears, the train appears,
I hear the engine toot.
In broken scraps I take my naps
and eat my meals enroute.
The quick lunch place must feed my face
From Beersheba to Dan;
I grab my pie upon the fly,
For I'm a 'stension man.

Mrs. Monroe began as a secretary for Professor Robinson; but, as the college grew and the Extension Service with it, she helped "bring up" the scheduling office to what it is today. This "clearing house" or "train dispatching" function ties in with the main responsibilities of Professor Robinson's office—that of integrating and coordinating the extension work.

Agent streamlines draft-deferment work

■ For timesaving, County Agent S. B. Thomas recommends the eight meetings of 3 hours each that gave all 2-C and 3-C deferments of Livingston County, Mich., opportunity to receive explanations, bolster their morale as essential workers, and fill out their questionnaires.

County Agent Thomas set up a series of meetings running from January 17 to 24. Sessions began at 8 p. m. A letter written by the county agricultural agent was authorized, signed by the Selective Service Board, and sent to 653 resident deferments and to more than 200 who were registered elsewhere but had moved into the county.

Three to 8 notaries public were obtained for each meeting so that questionnaires could be notarized and collected that evening. A representative of the county Selective Service Board also was present to answer questions at each of the sessions. Attendance ranged from 65 to 200. A pep talk, a showing of the motion picture *Soldiers of the Soil*, and an explanation of procedure were included in the program before questionnaires were distributed. The questionnaire was placed on a large chart so that it could be more easily explained.

Questionnaires have been checked for errors, and the clerical work of processing to determine total work units has begun. Probably nowhere else in Michigan or in the United States is there a device like the one Agent Thomas created to facilitate this job.

Converging lines were drawn on a piece of beaverboard. Cross lines represent work units and the allotted multiples for the crop acres or animals reported. At the bottom, a marked piece of lath is pivoted on a small bolt, permitting the lath to swing over the various index lines.

In the courthouse at Howell, the county agent and his office secretary, Mrs. Margaret Manley, have worked out an efficient processing system.

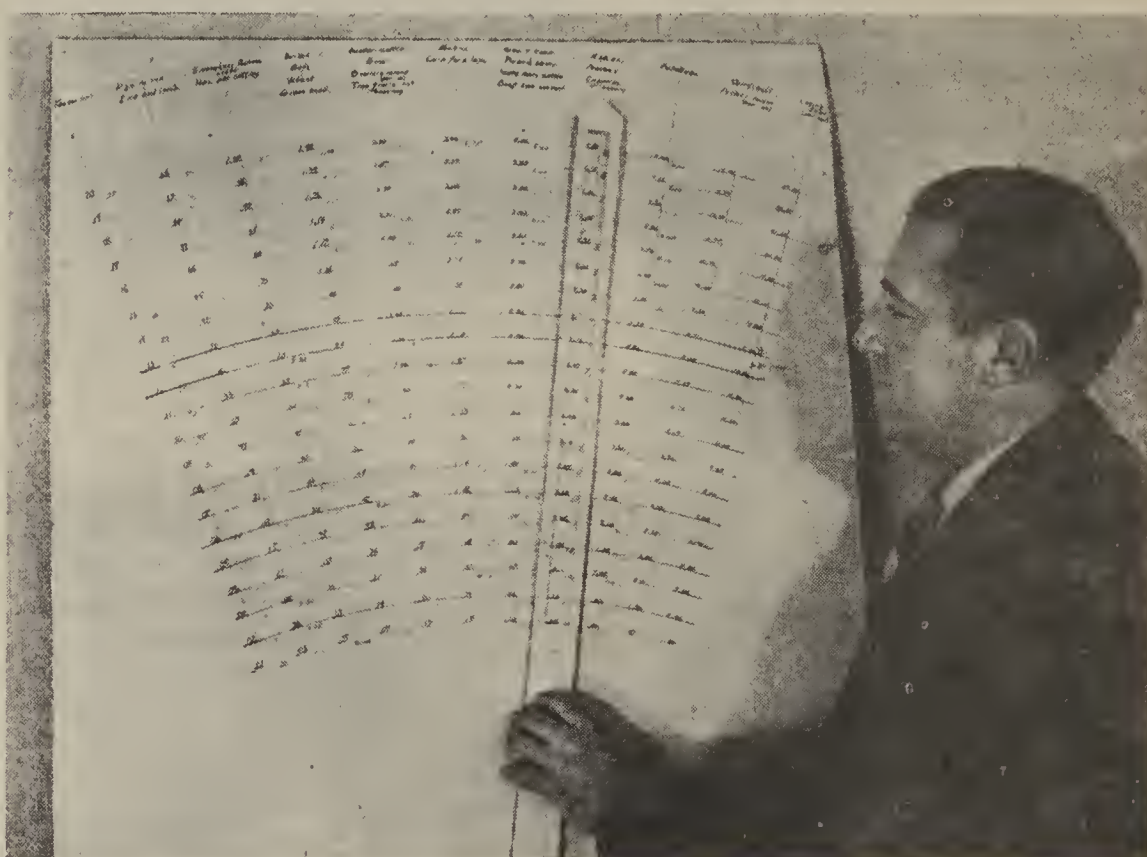
A secretary reads off the commodity and the number of units. Another person stands at the board and swings the slat to the indicated commodity, which makes a reading of the work unit value. This is called off to the first secretary; and, at the same time, the value is punched on an adding machine. When the work sheet has been tabulated, the adding machine total is recorded, and

the process is repeated on the next questionnaire.

One tribute that Mr. Thomas pays to his streamlined method is that it gives him more time to devote to his other

necessary duties as a county agricultural agent. When interviewed, he reported that more than 200 questionnaires had been processed and that all but 4 or 5 seemed to have sufficient farm work to justify deferment consideration by the county Selective Service Board. Some farms were running as high as 90 work units to a farm, although those top-notch farms carried high livestock loads and were manned by several workers.

No patent or even a name legends the device that a Michigan county agent fashioned to process 850 2-C and 3-C agricultural deferments, but the gadget will save an estimated two-thirds of the time that normal checking would take.



When a community gets a pain

C. R. ELDER, Extension Editor, and K. R. MARVIN, Professor of Journalism, Iowa State College of Agriculture

SEAMAN JONES WANTS TO TALK TO YOU!

Your Detasseling

Can account for
180,000 bushels of corn next year

... and this 180,000 bushels of corn can be turned into:

- 24,000,000 pounds of Explosive
- 1,800,000 pounds of Pork
- 1,500,000 dozen Eggs
- 3,375,000 gallons of Milk
- 940,000 pounds of Rubber
- 1,000,000 pounds of Beef
- 400,000 pounds of Lard

—That is what YOU can do now to assure victory by detasseling 5 acres of corn.
5 acres of seed crop = 200 bushels of Hybrid Seed
200 bushels of seed = 2000 planted acres.
2000 acres will produce 180,000 bushels of Corn

**HYBRID CORN ADDED
APPROXIMATELY
900,000,000 BUSHELS
TO THE 1942 CROP**

Join U. S. Crop Corps Today

Will you help? This is war work, too. Register your name today at the nearest farm labor placement center or at a hybrid corn plant. Earn good wages. Every man, woman, boy, or girl who can help save the seed corn crop will be making an important contribution to victory. Farmers, who can spare the time or send a member of the family, can thereby assure themselves of their own seed for next year.

■ When a man is sick, he goes to the doctor to get fixed up. When a community gets a pain, the chances are that the local newspaper editor is the first man called upon.

So it was in Iowa last year.

When adverse weather kept the normal number of workers out of the canning-crop fields for several days; when the need arose for the recruitment of a large number of workers to detassel corn for the State's seed crop, something had to be done and done quickly. We went to the newspapers.

Here is how it worked in one community:

This particular community had a large acreage of canning crops which had to be picked within a week if the crops were to be saved. To add to the trouble, corn detasseling was demanding immediate attention.

Two members of the State extension editorial staff were sent out to lend their assistance. Cooperation of the county-

seat newspaper was obtained, and a special labor-recruiting edition was put together to promote a mass meeting for recruiting volunteer workers.

A series of ads was hastily written to support a liberal use of news copy. These ads were readily sponsored by canners, hybrid-corn companies, local service groups, and business firms. The most popular was one captioned "It Must Not Happen Here," and showed a picture of a farmer in another State plowing up a field of beans.

With the help of volunteers enrolled and some imported labor, all crops in the county were saved; and we were convinced that we had something that would help other Iowa communities to solve their own labor problems.

Immediately after this experience, the extension editorial staff prepared a kit of materials to be used in special labor mobilization campaigns wherever the need arose. The kit contained 10 advertisement lay-outs varying in size from

30 inches to 100 inches, along with as many skeleton stories.

Proofs of these kits were sent to newspapers and to the county agricultural agent in 25 crucial food-producing counties. For reasons of economy, the mats of the illustrations were not mailed until ordered by the newspapers. Eighty mats were mailed to fill requests the first day after the proof sheets went out; 200 mats were sent out the first week. Kits were later sent to newspapers in 25 other counties.

Several publishers took time to write complimentary letters to show their appreciation for the kits which, for once, enabled them to solicit some financial help in promoting the cause.

The advertising series was so well received by newspapers, businessmen, and civic organizations that the kits will be revised and republished this year. And we know that in Iowa we shall be using ad campaigns for local sponsorship to promote some of the other educational campaigns.

Although we are strong for local sponsorship of such advertisements, we believe that the Extension Service should think twice before it starts to buy space for farm-labor recruitment. Community cooperation is what is needed. When local civic organizations and businessmen buy space to promote food production and conservation, there is good community cooperation, and this is a product that cannot be bought with money.

How to make war posters

Posters can help win the war. Because posters have played an important part in mobilizing Canadians in support of the war effort, it was believed that a study of Canadian war posters would aid materially in the production of effective war posters by the United States Government.

The survey, therefore, was made in Toronto, Canada, between March 16 and April 1, 1942. It covered 33 different Canadian war posters. They dealt with the first and second Canadian Victory Loans, and campaigns on War Savings certificates, anti-gossip, and on stopping needless purchases. Eight were industrial posters, displayed in plants to help speed up war production.

About 400 men and women from the upper, average, and lower-income groups were inter-

California produces home food

R. B. EASSON, Extension Specialist in Agricultural Economics, California

■ The California Extension Service has already filled requests for more than three-quarters of a million circulars on home food production. It estimates that more than a million Victory Gardens will be grown under its guidance in 1943.

The 1943 Victory Garden and Home Food Production Campaign in California was begun on October 20, 1942, when 67 representatives of different agencies and organizations participated in a State-wide conference called by the director of agricultural extension. The conference concerned itself with plans and recommendations which those attending believed would increase home food production throughout the State.

Two objectives were in view: First, to devote a greater proportion of commercial production toward the immediate war effort and, second, to improve the nutrition of the people by increasing home production of vegetables, fruits, animals, and animal products. The conference members were assigned to committees to consider various aspects of the problem as follows: (1) Home production of vegetables and fruit; (2) home production of meat and animal products; (3) home food preservation; (4) youth in the food production program; (5) Victory Garden harvest shows.

These committees reported their recommendations at a final general session where they were adopted as representing the opinion of the entire conference. The recommendations were then sent to the counties for the guidance of local committees.

Following the State-wide conference, the county agents called county conferences of a similar nature where the recommendations of the State meeting were considered and a plan of work was outlined for carrying on the county campaign. County conferences were held in 44 counties during November and December 1942, with 2,200 leaders participating. These county conferences were organized similar to the State conference; and, in addition, the customary procedure was to appoint the several subcommittee chairmen as a permanent executive committee to further the campaign and to act in an advisory capacity in coordinating all county activities. This executive committee is generally known as the county home food production committee.

By March 1, the home food production campaign was arousing tremendous interest throughout the State. The Los Angeles County committee had set up a preliminary goal of 100,000 Victory Gardens. Latest reports indicate that this number will be greatly exceeded. The San Francisco committee has been particularly active. A 1-day short course was held in the civic auditorium, attended by 3,500 city people. A recent

survey indicates that in many blocks of urban areas in San Francisco, 75 percent of the homes have Victory Gardens; and, in addition, some 700 residents have requested permits for construction of back-yard poultry houses. City squares and parks display demonstration gardens. The county committee estimated that there would be 60,000 Victory Gardens in San Francisco by May 1.

Preliminary surveys in other sample counties, as carried on by schools, neighborhood advisers, or other organized groups, report the probable number of gardens as follows:

County	Total dwelling units ¹	Spring gardens estimate
Butte	14,488	7,000
Contra Costa	31,297	25,000
Merced	14,464	9,000
Monterey	40,000	30,000
Napa	8,752	6,000
Orange	49,019	16,000
Sacramento	51,715	30,000
San Joaquin	38,210	17,000
Stanislaus	22,848	15,000
Solano	15,312	7,000
San Mateo	37,230	15,000
Total	323,335	177,000

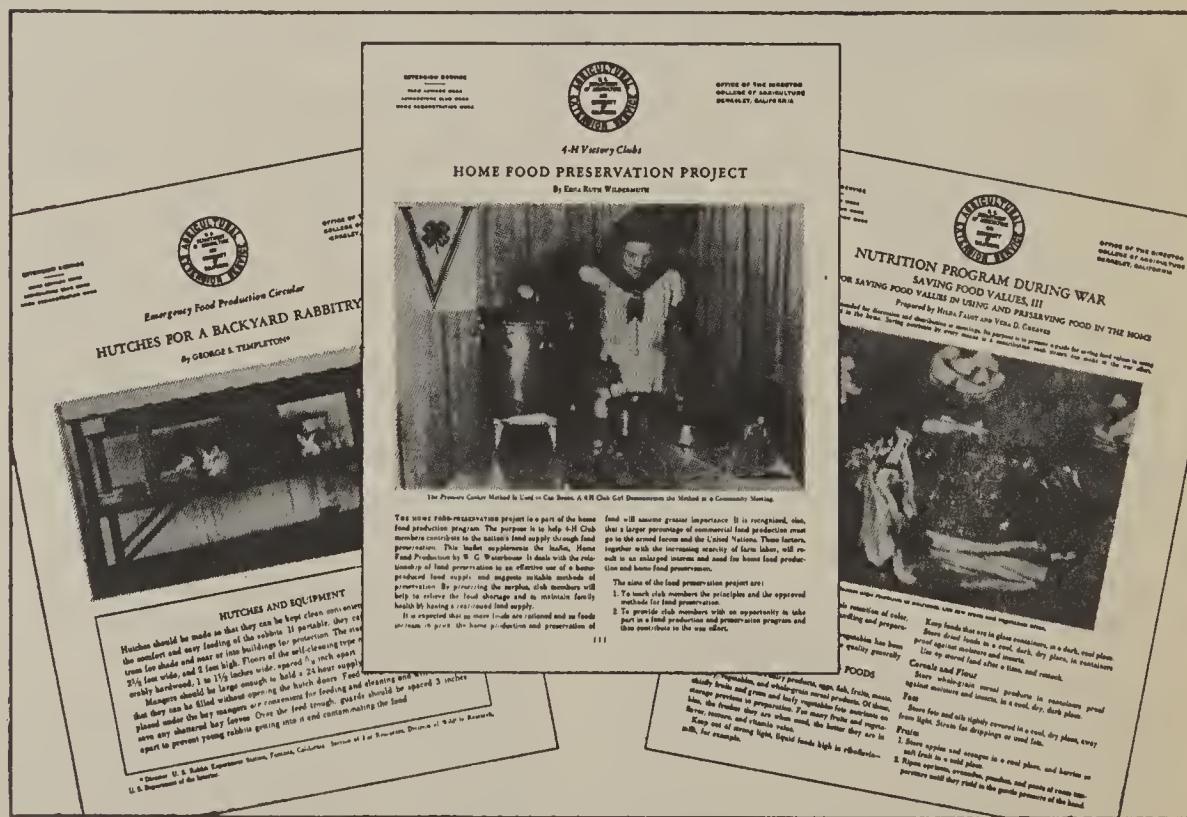
¹ 1940 Census.

The home food production campaign was designed to cover a wider field than the growing of vegetable gardens. It will be noted that all conferences had a special committee on Home Production of Meat and Animal Products. The shortage of meat, as well as the rationing regulations, resulted in a demand for information and advice on poultry and rabbit management. To meet

this demand, the agricultural Extension Service printed the following emergency home food production circulars: A Back Yard Poultry House, Feeding and Care of the Back Yard Poultry Flock, Hutches for a Back Yard Rabbitry, and Home Rabbit Production. Several counties prepared circulars on similar subjects for local distribution. The evergrowing interest in the home production of poultry and rabbits is indicated by requests received by the Extension Service, since November 1, 1942, for more than a quarter of a million circulars on those subjects. Sample back yard poultry houses are on display on most courthouse lawns.

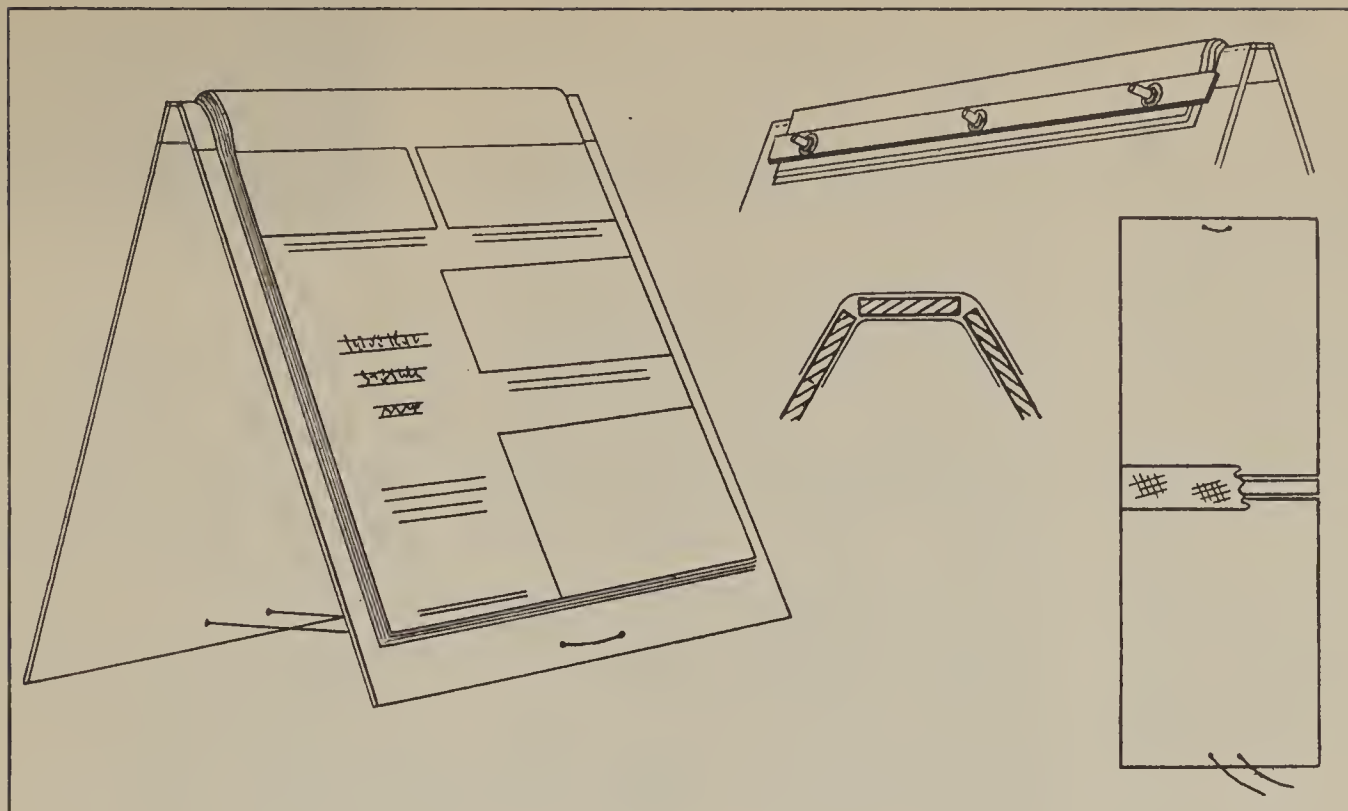
The agricultural Extension Service prepared mats for distribution to newspapers and published 20 emergency food production circulars written by extension specialists. The demand for this material is tremendous. The State extension office has already filled requests for more than three-quarters of a million of the State circulars on vegetable gardening, poultry, and rabbit management, and other home food production and home food preservation subjects. In addition thereto, county offices prepared home food production circulars for local distribution; and, to date, 200,000 copies of these locally prepared circulars have been distributed. During a 3-month period—November, December, and January—the county agents and specialists took part in 468 educational and special home food production meetings, with an attendance of 27,808 persons.

The preliminary county estimates and the present trend, which continues unabated, would seem to justify the estimate that there will be more than a million Victory Gardens or other home food production activities in California during 1943.



Extension Service Review for May 1943

Displays charts to advantage



■ An inexpensive portable chart board has been developed in the visual aids section of the Extension Service. It is simple enough to be made by anyone and involves the use of no critical materials. It is particularly adapted to the small charts being issued by the Bureau of Home Economics, but the size can be modified to meet any needs.

As can be seen in the perspective view above, the board can be placed on a table or other flat support. The separation of the cover pieces is governed by the length of the string which is permanently tied to the front board and passes through holes in the rear board, being tied at a suitable point. The charts are glued or pasted to strips of plain, soft cloth about 6 inches wide. The cloth is held to the backboard by short ma-

chine screws or lacing, as shown in the upper detail sketch.

The cover is made of three pieces of heavy cardboard or thin wallboard of suitable dimensions, hinged together by cloth on both sides. The narrow strip of board in the hinge (see plan sketch, lower right and insert, center) prevents cramping of the hinge joint. The covers should be at least an inch wider on each side than the chart, and the length should be such that there is about 2 inches of space below the charts.

The backboard folds over the charts for carrying, and the string serves to hold the covers together, thus protecting the charts.

In addition to its convenience, this device prevents the audience from seeing more than one chart at a time, forcing people to concentrate on the chart under discussion.

February 1943

Neighborhood-leader contacts get greater response

■ The responsiveness of Massachusetts farm families to wartime responsibilities of agriculture has been greatly stimulated by personal contacts with their neighborhood leaders according to a recent study. The survey involves 221 farm families chosen at random in Berkshire and Essex Counties and interviewed the last of May to determine their response to two extension war programs conducted by neighborhood leaders during the preceding January and February.

Fifty-seven percent of the families had been contacted by neighborhood leaders on the salvage program and 48 percent on the fertilizer program.

Nearly twice as many of the families contacted by neighborhood leaders responded to the salvage program as families who were not contacted. Seventy-six percent of the families contacted by the leaders and only 42 percent of those not contacted turned in scrap metal.

The response to the "order fertilizer early" program was nearly three times as great among the families which the leaders had contacted as among those not contacted. Seventy-seven percent of the families contacted by the neighborhood leaders ordered fertilizer early, as compared with only 27 percent of the other families.

The neighborhood leaders speeded up the ordering of fertilizer. During the period of

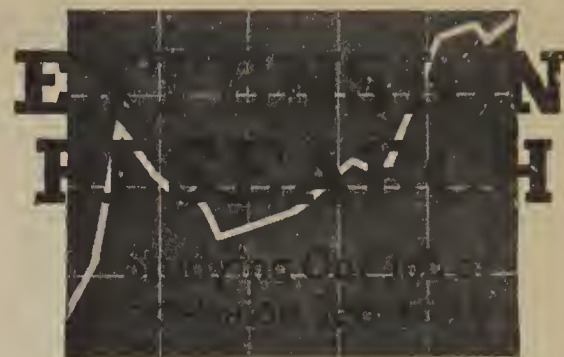
the neighborhood-leader contacts the rate of response of the families contacted increased while the response of the families that were not contacted continued at the same rate as shown in figure 1.

Before the neighborhood leaders made their contacts (January 15) the percentage of farmers who had already ordered their fertilizer was about the same for both groups—20 and 21 percent.

During the neighborhood-leader contact period, the response of the families contacted increased sharply while the response of the families not contacted continued at the same rate.

By May 29, 67 percent of families contacted by the neighborhood leaders had ordered fertilizer. Of the families not contacted, only 52 percent had ordered. The remaining percentage in each group had not yet ordered their fertilizer, but only 2 percent of the families contacted and 16 percent of those not contacted had no good reason for not ordering.

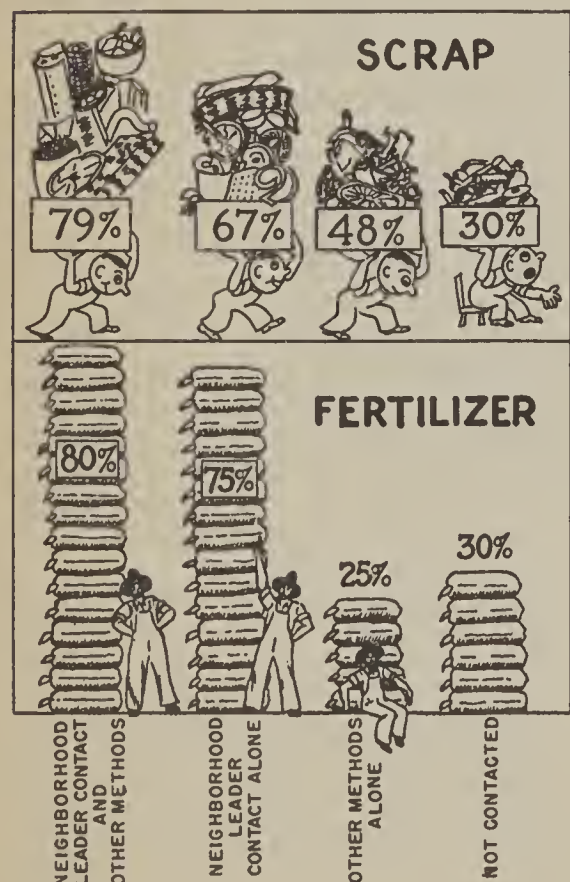
A broad community effort bordering on the nature of a campaign produced greater response. In Berkshire County, the neighborhood leaders got in touch with the families in their neighborhood a second time during May to collect scrap metal. This effort was sponsored by the Committee on Public Safety, the WPA, and the Extension Service, using



Berkshire County as a test county. The families were asked to collect their scrap metal in a convenient place for WPA trucks to pick up. The families would be paid for the scrap they turned in. The purpose of the procedure was to make it easy to dispose of their scrap metal. The WPA however, found it impossible to make any trucks available. Junk dealers and local trucks finally picked up the scrap.

In Essex County no second effort was made to collect scrap metal. Both counties closely paralleled each other in their response before the neighborhood leaders made their contacts and during the period of the neighborhood-leader contacts. During the neighborhood-leader period the rate of response increased somewhat in both counties.

During the month of May the trend continued in Essex County, where no extra effort was made to influence families to turn in scrap metal. In Berkshire County, the curve turned up sharply. By the end of May, 65 percent of the farm families interviewed in Berkshire County and only 37 percent in Essex County had turned in scrap metal.



(Left) Response of Farm Families by Type of Coverage. (This pictograph was taken from a leaflet prepared by the Massachusetts Extension Service.)

Figure 1.—Response To Order Fertilizer Early Program.

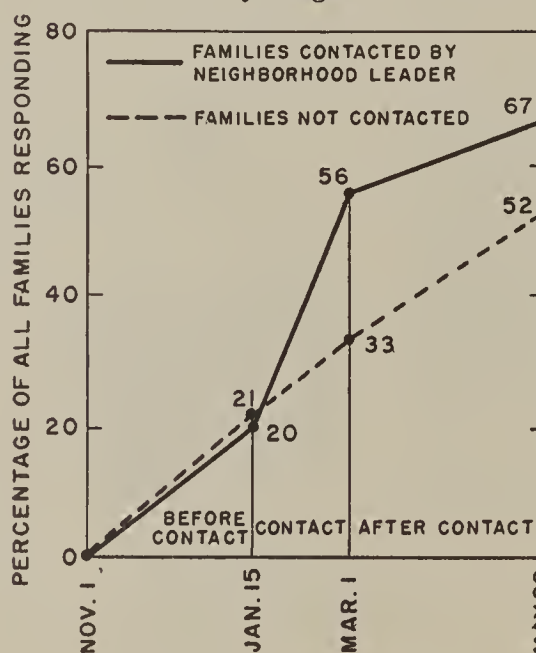
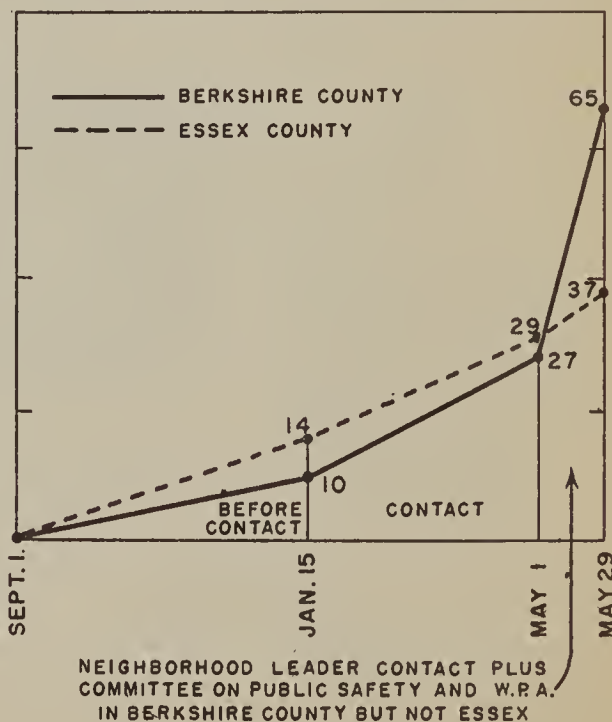


Figure 2.—Response to Salvage Program.



What Did You Eat Yesterday?

THOUSANDS SCORE THEIR FOOD HABITS AT NEW YORK NUTRITION EXHIBIT

**MABEL A. MILHAN, Home Demonstration Agent,
Rensselaer County, N. Y.**










■ Rensselaer County started out to put on a food exhibit at the State fair in Syracuse last August, because we had not put on an exhibit for 4 years, and because food-project activity had been rather outstanding in the county; but we finished up with an interesting study of the food habits of nearly 7,000 people. That number have filled out voluntarily the food-habits score card since we put up our exhibit at the State fair. It has been our best interest arouser in nutrition work.

The exhibit concentrated on the standard food score. Two tables showed the foods which must be raised or bought to meet the score-card standards. One "It Pays to Buy Wisely" was worked out by Orleans County and the other showing beautiful cans of preserved foods, with jars and crates of stored produce, was contributed by Chemung County.

Above each table was a poster showing score-card standards, and behind was an almost life-size picture of a healthy family of four. To have an activity which aroused interest in the exhibit, the local foods leader in charge scored the habits of any passer-by who cared to fill out the score card, and, at the same time, explained the daily food needs for health. The scoring idea took the public fancy, for in the 9 days 2,845 people were scored, and the exhibit was not open evenings.

Carbon copies of all scores were kept so that we could get a picture of food habits of those attending the State fair who came to the women's building.

What Did You Eat Yesterday?

Daily Food Needs		Adequate Score	Check Your Score
	Milk 1 pint for an adult 1 quart for a child	20	—
	1 Serving of green, or yellow vegetable	15	—
	1 Serving of citrus fruit, tomato or raw cabbage	15	—
	2 Servings of other fruits or vegetables	10	—
	1 Serving of potato	5	—
	2 Servings of whole-grain or enriched bread, or whole-grain cereal	10	—
	1 Serving of meat, fish or poultry	10	—
	1 Egg	5	—
	6 to 8 Glasses of Water	10	—
Total		100	
<input type="checkbox"/> Man <input type="checkbox"/> Woman <input type="checkbox"/> Child			
Home: <input type="checkbox"/> City <input type="checkbox"/> Suburb or rural non-farm			
<input type="checkbox"/> Farm <input type="checkbox"/> Village Date: _____			

Extension Service
New York State College of Home Economics
At Cornell University, Ithaca, New York

The general average was 76 percent, not too good, but not too bad, perhaps. Three hundred and thirty-five men averaged 71 percent; 1,932 women averaged 74 percent; 658 children averaged 80 percent.

We found that 165 people scored below 50 percent. Milk was often inadequate, and many did not drink water. Vegetables were a stickler for many.

April 1942

Tree Defense Against Nature's Blitzkrieg

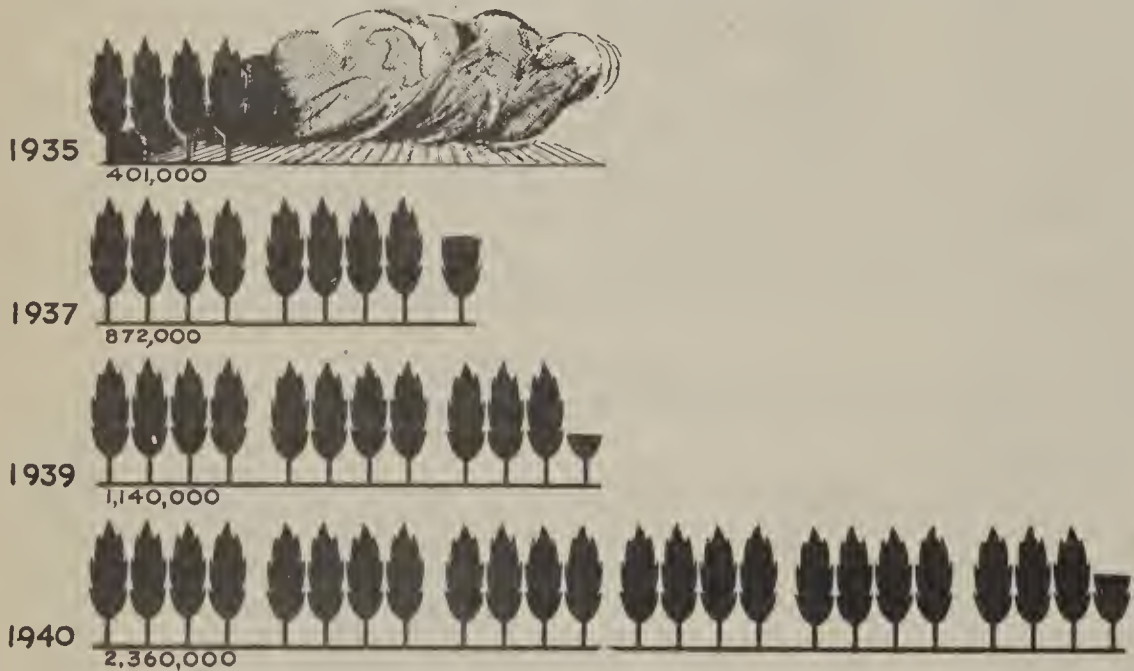
■ The accompanying graph illustrates what was accomplished by Extension Forester F. B. Trenk of Wisconsin for the first 6 years of his campaign to protect the farms of seven counties in the central portion of his State against severe windstorms. It will be noted that the tree planting increased rapidly and shows no sign of decreasing. It indicates the results of concentrating on a particular farm forestry project, and in a few years when the trees have attained a little height, severe storms such as struck this area in May 1934 will be of only casual interest to the farmers. Crops will be protected and there will be little if any movement of soil due to the wind.

Mr. Trenk had laid the groundwork in the

years prior to 1934, so was all set to give the farmers the necessary assistance in establishing a lasting defense against such blitzkriegs of Mother Nature. During the spring of 1940 nearly 2½ million tree "soldiers" were planted in windbreaks in these seven counties against 400,000 in 1935, a gain of 600 percent. Furthermore, these living windbreaks do more than stand guard to ward off the bad effects of the wind. They act as collectors of snow, thus increasing soil moisture. In addition, they provide protection and food to birds and small game, to say nothing of the beauty they add to the landscape. These trees are lasting monuments to an Extension Service program.

AN ANSWER TO NATURE'S BLITZKRIEG

(Each symbol represents 100,000 trees planted)



American Art and Crafts to the Front

■ One purpose of National Art Week, which will be observed throughout the country from November 25 to December 1, is to bring the work of American artists and craftsmen into the American home, the business office, the church, the club, and the social group.

This Nation-wide art fair of "American Art for Every Home" will include local sales-ex-

hibitions and demonstrations of arts and crafts. It will be organized and conducted with the cooperation of all individuals, groups, organizations, and agencies, public and private, interested in arts and crafts.

Our country today is turning toward the arts as at no other time in the history of the Republic. A great tide of popular interest in

American art has been rising during the past few years. There are strong currents toward an art of native character and native meaning, which shall express with clarity and power the interests, the ideals, and the experience of the American people. It is a significant fact that our people in these times of world emergency are turning more and more to their own cultural resources.

The National Art Week and the program of work which will follow should give extension people a splendid opportunity to get national stimulation in crafts work.

On the invitation of President Roosevelt, Francis Henry Taylor, director of the Metropolitan Museum of Art of New York, is the chairman of the National Council for Art Week. M. L. Wilson, Director of Extension Work, is also a member of the National Council.

In his letter to Director Taylor, President Roosevelt stated: "In company with many others of my fellow countrymen I have been gratified to observe the rapidly developing interest in American art in recent years, a development in which the Government art programs have played an important part.

"Yet in spite of an ever-increasing interest in art in our country, the majority of our artists and skilled craftsmen are still engaged in what must be called a marginal occupation. It is evident that we must find ways of translating our interest in American creative expression into active popular support expressed in terms of purchase.

"A first step in this direction might be taken in an Art Week, which would bring the situation forcibly to the attention of the American people. I feel that a program of this kind planned and initiated by interested leaders in the arts and conducted with the cooperation of Federal, State, and municipal agencies is important at this time."

November 1940

Oregon Land-Use Planning Committees Help to Solve Migratory Problems

■ The plight of rootless men adrift on the land has engaged the attention of the Nation in recent years. It is fitting to ask what county land-use planning committees are doing to help solve the economic ills that have brought about the problems of rural migration. Noteworthy is the example at hand in the State of Oregon where planning committees in many counties are tackling the migrant problem from the standpoint of its relation to the use of the land.

The Clatsop County land-use planning committee observed that a large number of uninformed migrants had been settling in the county on lands unsuited to farming. The rapid influx of settlers from North and South Dakota, Montana, and other drought areas had made the situation serious; and the committee started thinking about ways and means to guide settlement of newcomers to suitable locations.

The committee recommended that signs be posted on all roads leading into Clatsop County, warning agricultural home seekers to consult the county agricultural agent in Astoria for reliable information. This recommendation the Clatsop County Court soon carried out in the manner illustrated.

Land-use planning committees in adjacent counties are recommending that similar warning signs should be posted. The Columbia County planning committee has urged that such signs be posted on the Ridge Road in that county's acute problem area, suggesting that agricultural settlers consult the county agricultural agent or members of the county land-use planning committee prior to purchasing land in that area. And the Washington County land-use planning committee is considering a similar recommendation, after having discussed the matter with members of the county court.

Other methods being used by Oregon farmers, technicians, and administrators to help alleviate migratory problems are revealed in the recommendations and minutes of various county planning committees.

Thus the land-use planning committee in Clackamas County recommended that the land classed as submarginal in the county be purchased by the Federal Government and placed within the boundaries of a national forest where it cannot be resettled.

The committee in Hood River County recognized that there has been a considerable influx of new farmers from districts where the sizes of farms were largely determined on a very different economic basis. As a result, many migrants from the Dust Bowl, lacking funds, are purchasing small acreages for home sites and are depending upon outside labor for their income. Although there

has been a demand for such labor, the committee felt that it has created a difficult situation because other farmers with too small a unit have depended upon this type of labor for supplemental income. The committee, therefore, recommended the appointment of a special committee to work with the county agent in advising new farmers.

To prevent the further settlement of submarginal lands in Josephine County, the planning committee there recommended: (1) Restrictions of agricultural credit; (2) selling to prospective farmers only that land which is definitely agricultural; (3) adoption of a rural zoning law; and (4) cooperation of far sighted real estate men in urging clients to purchase only economic units.

The Multnomah County land use planning committee has suggested the appointment of a permanent land committee. In cooperation with the county agent, this committee would advise newcomers and others concerning land use and land values and would select and recommend competent farm appraisers. In purchases of farms by persons unfamiliar with local conditions, purchasers are advised by the committee to obtain the services of a competent appraiser. The committee often recommends that newcomers should rent land for a year or two so they can learn more about it before purchasing it.

The Umatilla County planning committee proposed recently that publicly owned lands which do not make up a profitable farming unit should not be turned back to private ownership. It also suggested that small units of publicly owned lands scattered over the county should be kept out of production.

Thirty-two percent of the farms in Wallowa County are operated by tenants, the land use planning committee there observed. Convinced that too large a percentage of tenants' leases are on a short-term basis, the committee recommended a long-term lease which would give the tenant an opportunity to build up the farm. This would also make for a more permanent tenant population, the committee concluded.

The Yamhill County planning committee counted about 100 families living on cut-over and burned-over timberlands in the western part of the county. Of the 160,000 acres so held, it estimated that there are 500 acres of cropland, 10,000 acres of slashed pasture, and 4,500 acres of woodland pasture. On the average, the committee stated, this land is not capable of supporting a family by agriculture. It recommended that new settlers should be discouraged in this area and that prospective settlers should obtain the advice of agricultural experts.

At a recent meeting, the Crook County



land-use planning committee recommended that new settlers coming to the county should rent a farm for at least 2 years before buying it and that as much information as possible be obtained about the farm before purchase.

Other county land-use planning committees in Oregon are accomplishing similar results, but the examples cited are enough to demonstrate clearly what can happen when farmers, technicians, and administrators plan together to solve a pressing problem. The way Oregon planning committees have tackled the migrant situation, and the way the recommendations of the local committees are being developed into action afford a noteworthy example of the county planning process at work.

Map fills the bill

Joe Taylor, 4-H Club agent, of Cortland County, N. Y., gets new 4-H Club members by using the clock-system map on which every farm in the county is located, with the names listed in a booklet. Using small, green-headed pins, he located all of the 1942 club members on the map. Using the school census and eliminating club members, he put red pins on the map to locate prospective club members for 1943. The map shows the concentration of club members in some areas and limited enrollment in others. The red pins show by their groupings just where in the county are the best prospects for organizing new clubs. He thus saves considerable travel. Mr. Taylor says the map saves time in laying out work and gives him a clearer picture of membership distribution and possibilities than any other device he has yet tried.

May 1943

Circular Letters

Use and abuse of the circular letter

MOORE VALOIS County Agent, Assumption Parish, La.

■ Congress, in the Smith-Lever Act of 1914, under which cooperative extension work is carried on, gave as the purpose of our work: "To diffuse among the people practical information on subjects relating to agriculture and home economics, and to encourage the application of the same." Therefore, merely to give information is not enough. The act provides for encouraging or even persuading people to do the things that will be good for them.

We can give information in a hundred different ways, but we can persuade people to use it in only a limited number of ways. Writing effective circular letters is one way.

By writing and distributing a circular letter to his people, an agent is trying to accomplish in 1 day something that would ordinarily take him 8 to 12 months if given by personal contact. Therefore, an agent is justified in devoting 3 to 5 days of his time in preparing even only one circular letter.

Before I write a circular letter, I ask myself: Is this information necessary, needed, and applicable in my parish? Can I present this information in a form simple enough for all my people to understand it? Can I make my people want this information? If my people actually use this information, what will it be worth to them in dollars and cents?

When I am convinced that I should give my people this information, I classify it as: New and up-to-date; repeated, because not all of it was understood when I gave it the first time; or a reminder.

Certainly, the reminder type should not be loaded down with details. In such a case the people already know how to carry out the information. People resent being told how to do what they already know.

The repeated type of information should be written more simply than it was the first time and should be explained in different language. We must remember that this information had to be repeated and redistributed because not enough people understood and carried it out the first time it was given. Maybe the agent had overestimated its importance; in which case, naturally, the people did not take much interest. But if that information is still of great importance, then there is no doubt that the agent had failed to present it properly.

In presenting the new type of information, of course, we necessarily have to offer explanation in detail. But such explanation should be restricted to those

facts which will interest the people, those which will activate the people, those and only those which the people can understand and are able to apply.

Arouse Interest of Reader

I like to begin an informational letter by arousing the interest of the reader or by making him aware of his problem. Make him see in a forceful way what will be his loss in dollars and cents unless he does something to solve his problem. Unless an agent can make a farmer see that he has a problem, that he has an opportunity of gaining something by solving that particular problem, then he is not justified in sending information to that farmer. If he does, he should not expect any results.

I sometimes find it necessary to resort to what I call "innocent trickery and mild exaggeration" in order to make people open their eyes to something they ought to know. It is not that I want to deceive or misinform my people, but oftentimes a shock will create attention and curiosity when nothing else will. After all, it is for their own good. For example: A year or so ago, the Assumption Parish Rationing Board asked me to get information for them. They had to know how many sugarcane carts and tractors mounted on rubber tires were in the parish. I immediately prepared a circular letter, which was to be sent to all cane farmers. The letter stated in simple language what information we wanted on the return self-addressed card. But my motivation was in the form of a large illustration. That illustration was the picture of a large tractor tire held upright by Uncle Sam, and Uncle Sam was saying: "You had better let me know what you have, or else you will not get any more." That circular letter brought results. Ninety percent of the farmers responded immediately. I still think that the few words that Uncle Sam had said on that circular letter was the reason for the results.

The actual information to be given, of course, should be simple and to the point; and only the practical steps that the reader can understand should be given. All theories should be left out. And these steps that the farmer is to carry out in actually performing the operation should be listed in the order that they would ordinarily be performed. This is done to avoid confusing the operator. This information should, however, answer all questions that may confront the reader.

When I prepare a circular letter I always think of the fact that many of my farmers do not know how to read and write and often have to depend upon their 12-year-old boy, who is in the fifth grade, to read and explain the text to them.

The last paragraph of the circular letter should certainly suggest but not dictate action. Such action can be suggested by citing what this or that farmer gained when he carried out that same information. Let the person be one that he knows, if possible. Action might be suggested by even implying a challenge or a threat, as I did in my circular letter on the rubber-tire survey. Such a threat or challenge, however, should never be directed at any one person or group of people. Rather, it should be mildly put and applicable to just anybody. If we do not take this precaution, someone may call upon the agent for explanation.

At no time should an agent write a circular letter implying that he had to tell farmers what to do because they were too ignorant to know it or because they were not skillful enough to do it. The farmer, like all of us, likes to feel that he did something on his own initiative. It is always better to write a letter in a suggestive sort of way, leaving the reader to believe that he did it because he knew it already. This style of writing will breed good will and closer friendship.

Use Illustrations and Color

I can think of nothing that will attract attention quicker than illustrations and colors. Pictures and colors create curiosity in the prospective reader. And if pictures suggest the subject of the information contained, they will lead the reader to the written information. Illustrations should always be those which create imagination and curiosity in the reader. Illustrations can often suggest even more than reading matter that would occupy the same space.

Farmers, particularly those who do not know how to read and write, like to receive illustrated circular letters. Some time ago, I prepared and distributed a circular letter on "AAA Facts for 1944." A few days after I had released it, a farmer (incidentally, one who did not know how to read and write), called at my office with the letter in his hand. After the usual "Hi-You-Do," the farmer slowly opened my circular letter to the page where I had a picture of cows, and of a boy riding horseback. He said in French: "Cette vache la"—"This cow here—where could I buy a good milk cow?" I had illustrated the cows in connection with better pasture under the Triple-A program. But, as the farmer could not read, he had understood the picture of the cows to mean that I knew where he could buy a good milk cow. Of course, I settled the question of finding

him a good milk cow first, but later politely explained to him what the circular letter was all about. I mention this incident to illustrate that pictures will create thought and curiosity in the reader. That particular farmer was driven to my office not by what was written in my circular letter but by pictures which conveyed some meaning to him. Otherwise, I never should have seen him.

Questions and Answers

I find the question-and-answer style valuable because it directs information more exactly to the questions that would confront the reader. It leaves the reader with more simple and exact information. Yet, even in this style of writing circular letters, we must not forget to motivate the reader. In this case, however, the motivation is prepared in the form of questions, the answer to which will reflect a problem.

The war has jeopardized the effectiveness of our circular letters. This is a bold statement to make, but I have found it to be true. Many of us have distributed a circular letter once every month because we had pledged to do so or because we had nothing else to do. It is certain that our farm people have been sent too much information since the war began, information which they did not read, did not want, and which was never read. It is like the shepherd who "hollered" "Wolf! Wolf!" merely to amuse himself with his neighbors. Every agency in the United States has sent all sorts of information to the farm people. Piles of it were distributed without regard to whether the farmers needed it or not. Now a farmer pigeon-holes nearly all information we send him. I still maintain that necessity for and practical use of information make an effective circular letter. The most delicious thing I know of is one single piece of good old coconut, home-made, Christmas cake. Two pieces fill you up. Three pieces make you despise it. I know, because I have tried it. Circular letters also are most appreciated when used in moderation.

March 1944

Circular Letters Come on Wallpaper

Get life and color into your circular letters if you have an idea that you want to reach people, the New Hampshire Agricultural Extension Service tells its workers. Myrtis Beecher, Hillsboro County home demonstration agent, got results when she sent a notice to her women regarding a wallpaper-hanging demonstration which she had arranged for them in one of the larger stores in Manchester—New Hampshire's biggest city. Miss Beecher tells how she did it:

"After wondering all winter how to handle this meeting, it finally occurred to me that a certain store in Manchester would doubtless put on a demonstration for me; so I contacted the store through the Manchester Chamber of Commerce and found it very willing to cooperate. The assistant manager of the store remarked that we did much more to educate our rural women in good consumer buying than was done for the city women.

"When I got back to the office and started to compose a letter about the meeting, it occurred to me that it might be nice to use wallpaper for our letter. The head of the wallpaper department of the Manchester store offered to furnish the necessary paper. I got 18 double rolls and took them to the printer to be cut. He had difficulty cutting the paper because it was rolled. He finally got it cut into 11-inch strips but did such a jagged job cutting the strips in two that he finally gave up. Our stenographer borrowed an iron, ironed every piece, and cut it herself on our cutting board—1,300 pieces all of which then had to be fed through the mimeograph machine by hand. Although too much trouble to do very often, these circular letters certainly brought results."

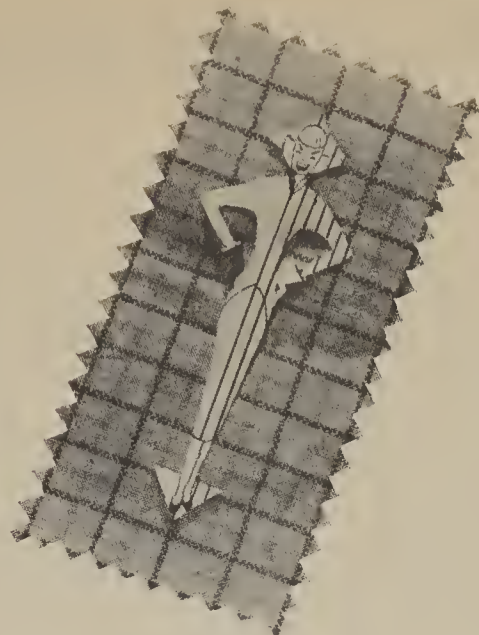
November 1939

Demonstrations

"Gertie Grainline"

Explains

Clever use of a visual aid in teaching difficult points in sewing. The idea might be used in other fields.



"GERTIE GRAINLINE" is quite the talk in homemaker sewing circles round Iowa these days. A pert little character, she made her film debut at the February 1949 Farm and Home Week at Iowa State College in a series of slides entitled "Watch Gertie Grainline Improve Your Sewing."

Her sponsors are the extension clothing specialists and the home economics resident teaching staff of the college.

One of the most important and yet one of the most difficult features of clothing construction to teach is that of maintaining the correct grainline of the garment when sewing, Iowa clothing specialists point out. "Gertie" has become an effective visual aids medium to illustrate grainline in a fabric. She is a subtle adviser on how to give that "professional" look to garments made at home.

The series of 30 slides take the homemaker through each important step of constructing a garment from straightening the grainline of the fabric before cutting out the garment to setting in the sleeves according to the precision tactics of "Gertie."

Usually "Gertie" registers a satisfied expression whenever things are going to please her; but now and then, when the fabric she contends with is obviously off-grain, she shows horrified dismay. She proves her point whether she has to contend with plaids, prints, or plain materials.

"Gertie's" appearance at Farm and Home Week is a forerunner of the many uses the Iowa staff has in store for her. She will play an important part in the extension clothing program for 4-H Clubs and adults and will be utilized in home economics classes at college and high school level. The slides are accompanied by a descriptive commentary.

Along with the presentation of "Gertie Grainline," the Iowa folks are providing mimeograph material illustrating seven important steps in garment construction. These are: Laying out the pattern with extended grainline and pieces true to the grain; cutting notches correctly; cutting with the grainline; marking pattern perforations; directions for staylining; and directions for stitching and pressing.

April 1949

63

Weed-control machines displayed

■ A display of equipment, plus an interesting subject such as weed control, really draws the farmers to meetings, in the opinion of M. G. Huber, Oregon State College extension agricultural engineer.

Huber recently organized a series of meetings, featuring talks on weed control and a display of the latest in such weed-control equipment as sprayers, dusters, and fumigator-injectors. The 25 meetings held in western Oregon attracted a total attendance of 3,329, or an average of 133 at each meeting. Earlier in the fall similar series of exhibits were held in 11 eastern Oregon counties.

The weed-control equipment meetings were organized after Huber observed the success of exhibits of hay-harvesting machinery. They are believed to be the first series of weed-control equipment exhibits held.

Farmers who have struggled for years against weeds, using only such equipment as the hoe, the mowing machine, and the scythe, asked many questions about the new chemicals and about methods of application.

Rex Warren, extension crops specialist, attended all the meetings, giving

a general talk on weeds and control methods. He explained that weeds can be controlled by following a good farm rotation plan and by occasional use of the proper chemical. He described control by growing smother crops, by growing competitive crops, and by pasturing. Use of the various chemicals was also described. Virgil Freed, associate agronomist and weed control authority at the Oregon State Experiment Station, attended some of the meetings.

Huber took charge of the equipment exhibits, giving a general talk on types of nozzles and booms, on right pressure to use, and on other uses for spray rigs. Twelve types of weed-control equipment were displayed by manufacturers and distributors through their local dealers. Representatives of five chemical companies also exhibited their products.

The meetings were well publicized by county agents in all the areas concerned, and most local newspapers sent reporters to attend the meetings. Local radio stations also gave considerable publicity to the exhibits.

Farmers observe the exhibit of weed-control equipment at Prineville, Oreg.



Agents use toy furniture

MRS. LOUISE S. JESSEN, Extension Editor, University of Hawaii

■ "No, you don't need to take me to a psychiatrist or to the mental health clinic. There's nothing the matter with me, and I haven't reverted to childhood."

This is what a Honolulu woman said to her husband one evening recently when he came home and found her sitting on the floor apparently playing with a toy house and toy furniture. She was just trying out a new arrangement for the living room, an arrangement suggested by the extension home agent at a club meeting.

Mrs. Alice P. Trimble, home demonstration leader for the University of Hawaii Agricultural Extension Service, and the Oahu home agents who work with these clubs are using toy houses and toy furniture to demonstrate the fundamentals of good room arrangement and home decoration.

"This is just a part of what we call a unit of work in home improvement," Mrs. Trimble says, "and how the club members do love it!"

The entire unit includes furniture arrangement, use of color in the home, lighting, choice and use of accessories and pictures, types of curtains and how to make them, and short cuts in cleaning.

Each club member began by drawing a plan of her living room as it is now. She drew it to scale and indicated the location of each piece of furniture. She brought the plan to her club meeting and discussed ways of improving the arrangement with the other members and the home agent.

One elderly Japanese homemaker added a personal touch to her plan by drawing a picture of herself standing in the middle of the room looking around to see what could be done about it. She had written in the names of the different pieces of furniture in Japanese characters because she didn't know how to write the English words. Even the aquarium and the individual fishes were included.

Each home agent has a set of toy furniture. It consists of well-made, attractive little wooden tables, chairs, davenports, radios, even lamps and footstools. They would delight the heart of any little girl. And there are real cloth draperies and tiny cushions. The home agent stands before the group, moves the pieces about, and waits for comments.

"Oh, that way makes the room look awful small," the women say, or "It

seems terribly cluttered up that way."

When they've seen the many different ways the same pieces of furniture can be placed, they divide up in groups. The agent gives each group a floor plan and pieces of cardboard cut to represent furniture. The group works out an arrangement and compares it with that made by each of the other groups. Then the good and bad points of each are discussed.

Home demonstration agents on the island of Oahu, Hawaii, use toy furniture to demonstrate living-room arrangement.

Left to right: Esther O. Opland, Viola E. Woodruff, Lillian Schwartz, Lillian Don, and Eleanor B. Dickie.



Farmstead models

Brown County, S. Dak., farmers have been having fun and learning about farm building arrangement at the same time with a set of models built by County Agent Ben Schaub. Ben has these models set up in his office where visitors may play with them. He moves the buildings about to illustrate his discussions of building-arrangement problems. The models help illustrate discussions about building location, livestock management for convenience, landscaping, poultry yard rotation, wind-breaks, and numerous other items.

He carries the set along to county meetings for demonstrations. The buildings are easily removed from the panel they rest on, and the panel can be folded in the middle to be carried in a car. On the reverse side is an alternate farmstead lay-out to show an arrangement for a different type of farming.

Extension Service Review for November 1947

January 1947

Dressmaking a news story

■ For the first time in the history of the Extension Service, a man made a dress in a demonstration at State College, Miss., before 40 agricultural workers attending summer school.

The group was amazed when Jack Flowers, extension editor, started his class by exhibiting 3 yards of soft blue material and declaring: "I'm going to make a dress this afternoon."

As the agricultural extension workers were set for a talk on how to write news stories, the agents mumbled to one another: "Just like a teacher, talking about anything but the subject."

Mr. Flowers pointed out, however, that writing a news story is like making a dress.

"First the goods must be selected; and, second, they must be put together according to a certain pattern. The goods for a story," Mr. Flowers explained, "are the facts or statements that are to go into it. The pattern is the arrangement of these facts and statements; that is, which fact or statement goes first, which second, and so on.

"Choosing the facts or material is

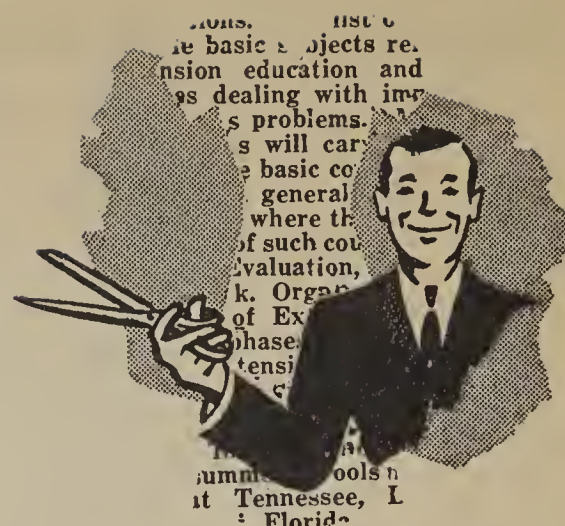
the first and most important step in preparing a story. When a woman picks goods for a dress, she first considers the purpose of the garment, whether for housework, party, or street wear. This will govern the kind of goods to buy.

"Having this in mind, she asks to see all the different pieces of such goods her merchant has in stock, and then makes her choice.

"The same procedure is advisable in selecting news or other information material. First, consider the purpose of the story. The best material is that which is new or different."

The complete story of a home demonstration club's special activity was printed on the cloth which he used in this demonstration. His three assistants, Mr. Flowers admitted, were the real dressmakers of the information department.

One of the home agents who wears a size 14 dress volunteered to serve as the model, and in a short time the material was cut and pinned on her. Before the material was cut, the story looked like a cross-word puzzle. But as the various parts were cut and



pinned in place, the story took its proper form with the most important fact in the lead paragraph.

Mr. Flowers then had the class help pick out the Who, What, When, Where, How, and Why? in the lead paragraph, and also emphasized the importance of arrangement of the succeeding paragraphs.

Using illustrated posters, the "dressmaker" stressed these points: Know the purpose of the story; know what to say; think before writing; put the unusual first; answer Who, What, When, Where, Why, and How? in the first two paragraphs; arrange material in order; satisfy your reader; give special results.

October 1947

The Housers plan a house

■ "I don't know a thing about reading or using a blueprint."

You've said that yourself perhaps and heard others say it, too.

But if you're planning to build or remodel your home, there's a way you can make your plans without having to worry with hard-to-read blueprints. It's a way you can do with scissors what other people do with a pencil. And the whole family can have a part in the planning as they should, for good house planning is a family job.

It's a kit of "cut-outs" developed to help in farmhouse planning. The kit contains scaled cards to help you get the width and length of your rooms in proportion to their actual size. It contains cut-out furniture and suggestions for arranging it, cut-out stairs, chimneys and fireplaces, windows, doors, cabinets, and closets—all scaled to size to prevent traffic jams.

All a farm family needs to use this kit is some paper, scissors, a pencil, and pins, and a table for the family to gather round and work out their plans.

Various Agencies Worked on Kit

Several United States Department of Agriculture agencies worked together in developing the kit. The Bureau of Plant Industry, Soils and Agricultural Engineering, the Bureau of Human Nutrition and Home Economics, and the Extension Service all made suggestions as to what should be included in the kit.

Last fall about 20 trial copies of the kit were sent to each State Extension Service. They were distributed to a selected group of agents who were interested in building and this type of work. From this trial kit, the makers wanted to find out if an improved plan for the remodeled home can be worked out by this method.

A group of Mississippi extension agents demonstrated the use of the kit at their annual meeting in Jackson in December, under the direction of S. P. Lyle, of the Federal Extension Service, Washington, D. C. J. T. Copeland, extension agricultural engineer, and Lorraine Ford, home man-

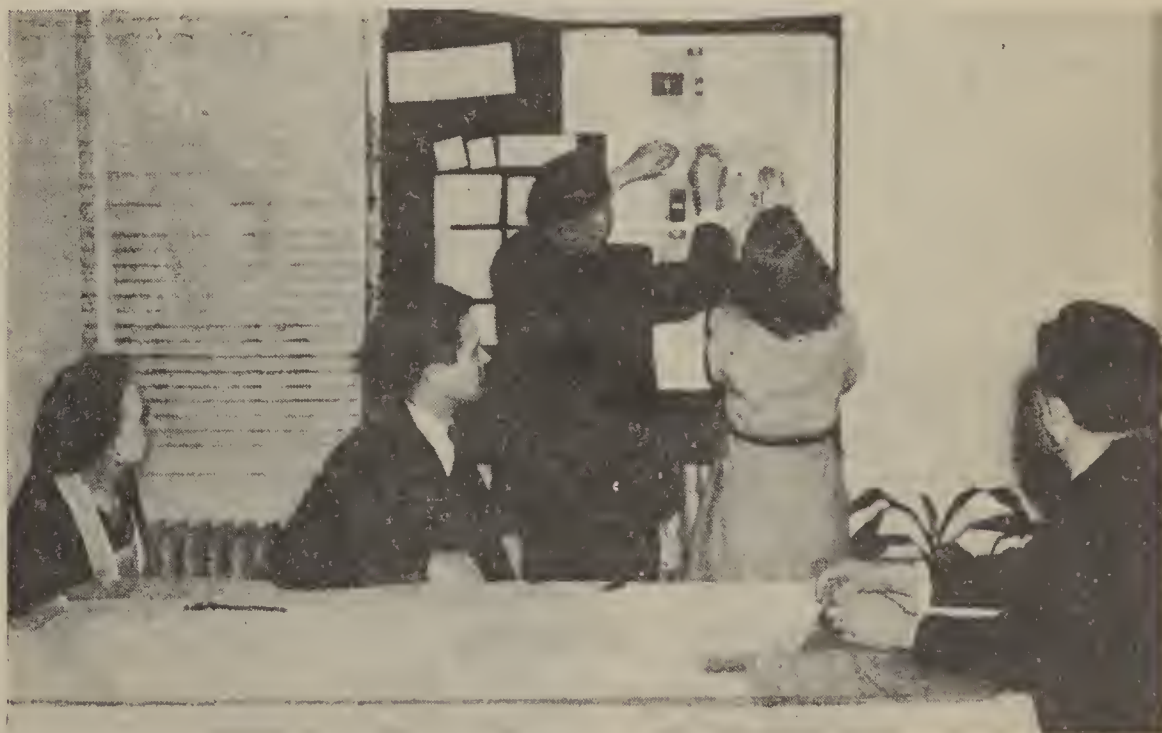
agement specialist, wanted to let the county workers know the kit was available and to learn their reactions to it as a help with the housing problems in Mississippi.

The workers commented so favorably on the skit showing the use of the kit and on the possibilities of the kit as a tool for home planning and remodeling that the same agents were asked to put on the demonstration at the home economics sections of the Southern Agricultural Workers Conference in Biloxi in January.

In this skit Mr. and Mrs. Houser, their two sons and young daughter gathered round the dining room table to plan how they are going to remodel their home. The county agent gave them one of the "cut-out" kits the day before, and they are all eager to see how it works.

The Housers had several remodeling problems they hoped the kit would help them work out. Mrs. Houser wanted a larger living room so she and the young folks will have more room to entertain. Young Dolly Hauser is growing up and needs a room of her own. They have unused attic space that might be made into upstairs rooms for the boys. The family needs more storage space. The kitchen needs modernizing.

Here the Housers are arranging a plan for remodeling their house as they have decided they would like it to be. They used the scaled cut-outs of furniture, cabinets, windows and doors, stairs, closets, chimneys, and fireplaces in the kit to help decide if their revised plan will fit their needs.



With the help of the kit, county extension workers, and a local carpenter the Housers planned how they could remodel their old house into a comfortable, convenient farm home.

The agents who acted as members of the Houser family in the skit are Katherine Staley, home demonstration agent, Lauderdale County; Mary Jane Hall, home demonstration agent, Montgomery County; County Agents J. M. Hough, Marion County; W. E. Stone, Covington County; N. S. Estess, Madison County; and C. C. Stone, Hancock County.

Bulletins Now Available

The cut-outs have now been published in bulletin form as Miscellaneous Publication No. 622, entitled *Your Farmhouse: Cut-outs to Help in Planning*. A companion publication, Miscellaneous Publication 619, *Your Farmhouse: How to Plan Remodeling*, has been prepared jointly by the Bureau of Human Nutrition and Home Economics and the Bureau of Plant Industry, Soils and Agricultural Engineering. Copies can be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., MP 619 at 15 cents a copy, and MP 622 at 25 cents a copy, with the usual discount of 25 percent for 100 copies or more of each publication.

Wyoming postwar houses

ELLEN L. BRAMBLETT, Specialist in Home Management, Wyoming

■ Wyoming families anticipating peace started making plans for their postwar houses early this year. In some cases the plans are still in the dream stage, but in many others the houses have been drawn to scale.

homemakers' club programs last spring has been justified.

In Albany County, Mrs. Ruth Yarling, home demonstration agent, gave a demonstration concerning "The postwar house" in the clubs.



Careful planning and the use of native materials feature the Wyoming postwar housing program.

Lincoln County, where native materials for building are abundant, has evidenced a building boom among the dairy farmers ever since VE-day. Driving down the highway in the Star Valley area, near Afton, one may see basements already excavated, new structures started, and a few new houses completed.

Persons in other areas of Wyoming, not so fortunate from the standpoint of native lumber, have confined their efforts to making minor changes in their present houses and to the preparation of house plans for which they have been saving and planning during war years.

Now that peace is an actuality, the members of the homemakers' clubs in Laramie, Albany, and Big Horn Counties can feel that their study of house improvements made in their

The local leaders in Laramie and Big Horn Counties were trained to teach the same material in their own groups. In presenting this demonstration, an effort was made to en-

courage families to discern their housing needs by filling out a questionnaire. Help was given women in the techniques of making house plans.

The main aims of housing demonstrations is to lead the homemakers' clubs toward long-time housing programs and to suggest the possibilities of forming family groups who would study their own housing problems. Those families desiring either to remodel or build houses are encouraged to meet in groups under the direction of the Extension Service to make their detailed plans for improvements. The families study in groups such problems as kitchen planning, planning for storage space, and provisions for heating and insulation.

The Wyoming Extension Service has prepared bulletins to guide families in the development of better rural houses in the State. Those bulletins include How to Make a Kitchen Cabinet, a reprint from an article in The American Builder; Our Clothes Closets; Our Kitchen Plans; Space Savers for Your Kitchen; and Our House Plans. For the drawing-up of house plans, dotted form sheets have been printed.

■ A health and sanitation campaign has been started in the homes of 5-V Club girls of Venezuela to emphasize the importance of cleanliness. In addition, girls are being taught to make utensils and other conveniences from materials at hand. By working with the girls in their homes, the home demonstration agent can become better acquainted with home conditions and is able to enlist the interest of mothers in the girls' activities.



Fixing their own



■ Because electrical appliances have gone to war, as well as the men who do repair work, people on REA lines and in small towns have been eager to repair their own under the supervision of home demonstration agents and supervisors of REA projects. S. M. Stensrud of the Whetstone Valley project, Milbank, S. Dak., conducted the first repair school in Milbank, February 13. He is pictured assisting Mrs. Elmer Dehne and Siebe Van Horran in repairing toaster and iron while Adele Johnson, home agent, looks on with interest. Two toasters, four cords, one iron, and one hot plate were repaired at this clinic.

At the clinic held in Madison where Audrey McCollum is home demonstration agent and where Stanley Skorr of the Colman REA project conducted the work, 9 vacuum sweepers, 6 toasters, 16 cords, 3 irons, 2 heating pads, 1 grill, 1 motor, 1 beater, 1 hot plate, 1 washer, 1 hearing aid wire, 1 electric clock, and 1

floor waxer had their troubles "diagnosed" and "remedies" suggested or were completely repaired. At the Brookings school, 1 iron, 2 heating pads, 1 lamp, 1 hot plate, and 3 cords were repaired.

Two other schools were scheduled, one in Sioux Falls and the other in Aberdeen. At each of these meetings, the selection, care, cleaning, and oiling of appliances and safety precautions regarding fuses, wiring, and cords were emphasized. Unused appliances, cords, switches, and plugs which were out of order were then inspected; and the people who brought them were assisted in making repairs. All seemed highly satisfied with results.

■ A. B. ROSS, the first local extension agent appointed by the U. S. Department of Agriculture in the Northern and Western States, died December 26, 1944, after a long illness.

Mr. Ross, who served as county

agent for many years, was at one time a corporation lawyer in Cleveland, Ohio and, being in poor health, returned to his boyhood home in Bedford County, Pa., in 1907, where he took a great interest in local agriculture. "He rode about in a buckboard wagon and asked farmers many questions and gave them useful information. He obtained U. S. Department of Agriculture bulletins, summarized them, and distributed mimeographed copies of the summaries. He bought seed corn and gave it to farmers who would follow his directions. He experimented with inoculation for legumes." Prof. W. J. Spillman, then Chief of the Office of Farm Management of the Bureau of Plant Industry, learned of Ross' work. He appointed Mr. Ross as an agent of that office in March 1910, which enabled him to continue and enlarge his work. With the enactment of the Cooperative Agricultural Extension Law in 1914 and the development of extension work by the States, the work initiated by Mr. Ross was gradually absorbed in the enlarged extension program.

Rats tell the story of why a good school lunch

MYRTLE CARTER, Home Demonstration Agent, Umatilla County, Oreg.

■ Advertisers have long known that when a store window displays anything alive, such as small animals or pets, it will attract more attention than practically any other kind of display.

We made use of this fact in the fall of 1942 in providing an interesting object lesson on the value of proper nutrition for growing children, particularly as it applies to school lunches. The basis of the display was three pairs of white rats obtained from Oregon State College.

These rats were separated, so that for 3 weeks before being placed on exhibit three were fed a poor but all too popular cold lunch, while the other three were given exactly the same amount of lunch well balanced nutritionally. The daily diet of one group consisted of a sandwich of jelly on nonenriched white bread, a small cooky, a slice of fresh apple, and 1 ounce of a cola drink. The daily diet of the other rats consisted of a sandwich of peanut-butter on 100-percent whole-wheat bread, a small cooky, a slice of fresh apple, and 1 ounce of fresh, whole milk.

At the end of 3 weeks, one rat from each group was placed in a store or newspaper window in towns in three sections of the county. The rats receiving the diet of nonenriched white bread and the "coke" were jumpy and irritable and showed almost no growth, while those receiving whole-wheat bread and milk made rapid gains in weight and displayed no signs of nervousness.

To add to the value of the demonstration, two pairs of the rats were lent

to the home-economics department of the Pendleton Junior and Senior High Schools before being placed on display. In this way, the girls could watch the daily changes in the animals on the growth charts and see even more clearly the effects of the two diets.

The art department of the Pendleton High School prepared large background charts explaining the rat stories, which were placed in each of the windows. Local merchants cooperated wholeheartedly, keeping the display in place for a full week. Newspaper and radio explanations called attention to the displays and told where they could be found.

An estimated 4,500 persons saw the rat demonstrations. Large numbers who had given little thought to the real value of a balanced diet were impressed by this concrete object lesson with the necessity for seeing that the right food was eaten, not only in lunches but also in regular meals.

After the rats had served their purpose as window exhibits, they were sent around in cages to various other schools and organizations throughout the county. It was explained that the same results appearing so quickly in the rats would take place in human beings under similar conditions, although the results of a poor diet would show more slowly.

As a result of this demonstration, many a mother reported to us that she was giving more attention to school lunches than ever before and that "Johnny, after seeing the white rats, is now drinking his milk."

Extension Service Review for September 1943

Television

Louisiana Televises Farm Program

LOUISIANA will add television to its list of extension information media for reaching people with farm and home news. This innovation is being made over Station WDSU—TV, New Orleans, and marks one of the first regular farm programs televised in the South.

The agricultural extension service is contemplating a weekly 15-minute program, which will consist of a combination of slides and records. In the not-too-distant future, however, a live program will be televised, according to A. V. Patterson, visual aids specialist, Louisiana State University Agricultural Extension Service. Subjects chosen for the first two programs were concerned with making slip covers and how to build attractive "dry flower" arrangements. The opinion of many television people is that "television is expected to change life on the farm."

The WDSU—TV video station is one of more than 50 operating stations in the United States today. Theoretically, video stations have only a short range, but it has been estimated that millions of farm families could now receive television programs if they all had receivers. When a recent test program was televised by WDSU—TV, one person in Baton Rouge picked it up on his television set, which indicated that in isolated cases the 50-mile range might be an inaccurate measurement.

Louisiana farm folks are not going to purchase television sets until they can be assured of a good reception. That this is not too far in the offing is the prediction of Patterson. In the meantime, the Louisiana television program will be beamed to urban people and will contain practical information of interest to both urban and rural audiences.

Kenneth Gapen, United States Department of Agriculture official directing the television project, believes that "television is the greatest medium for the education and entertain-

ment of the United States farmers that has ever come along.

So, for the present, Louisiana will confine its television programs to those which are of general interest to all people. When more video stations are set up and more farmers buy sets, Louisiana Extension will present many programs especially for farm audiences.

The wire recorder is a radio gadget that is being used to advantage by extension personnel. G. J. Durbin, specialist in radio, is in charge of this project. He says that agricultural extension workers are finding wire recorders "as handy as a pocket on a shirt." They record interviews with agricultural authorities and farmers for radio broadcasts and for playback at farm meetings. The extension worker who gets home about midnight

from a community meeting and has a radio broadcast early the next morning considers the wire recorder one of his most valuable tools. The recorder can appear at the radio station in his place.

Wire recorders not only make it easier for extension workers to present more radio broadcasts, but they add variety and interest to the programs. For instance, County Agent J. A. Shealy, of Lincoln Parish, devotes many of his broadcasts to subjects of interest to dairymen. When he visits another dairy area of Louisiana and finds farmers following practices that would be of interest to Lincoln Parish farmers, a wire-recorded interview with the farmers in the area he is visiting brings the message to Lincoln Parish farmers in an interesting and convincing way.



Attached to the battery of the car right out in the field in Grant Parish is the wire recorder. G. J. Durbin (center), Louisiana State University Graduate, 1935, holding the "mike" is interviewing G. W. Robertson (right), dairy farmer, and G. C. Smith, county agent. They are talking about dairying on one of Robertson's pastures. It's another version of the old Mahomet story.

TELEVISION and the Home Economist

GERALDINE G. ORRELL, Housing Specialist, Bureau of Human Nutrition and Home Economics, Division of Housing and Household Equipment, A. R. C., formerly Home Demonstration Agent in Arkansas



TELEVISION is technology's newest and most powerful medium for mass entertainment and information.

Programs suited to the various interests of the video public are evolving, spurred by the competition of sponsors.

Television is the only means of mass communication able to fully utilize the principles of the method demonstration in presenting ideas—be they dance routine, review of modern art, or the tossing of a salad.

And the method demonstration is conceded to be a most effective way of conveying ideas. It is the basic method used by more than 11,000 trained workers in the U. S. Department of Agriculture's Extension Service reaching every county in the Nation. That industry has used the same method with equal success is attested by no less than Kaiser's mammoth shipbuilding concern.

Perhaps home demonstration agents have in television an additional opportunity for service. Certainly they have some special qualifications for using this medium: They are resourceful in developing programs; they have had to master the skills and techniques needed in presenting their ideas to get and hold their audiences; and they have learned to visualize their audience reaction. Their duties have taken them into thousands of homes where they have used the same facilities as the homemaker in showing groups improved homemaking practices.

Thus the home demonstration agent knows how people live and have their being. She knows their hopes, aspirations, and foibles.

The video audience is voluntary. Likewise, the home demonstration agent's audience has always been voluntary. She has had to present her ideas in new and stimulating ways. By professional improvement, a receptive mind, and the hard route of experience she has learned how to (1) analyze failures, (2) mend weaknesses, and (3) make her work effectual. Her influence and value are based on the ideas she has to offer and manner of presenting them, yet the proportion and constancy of her following is astounding. Through organized groups, she is able to achieve in a measure the sublime goal of bringing initial understanding and respect among those of diverse backgrounds.

She Has Had Experience

Her experience includes the actual use of newspapers, magazines, posters, special exhibits, plays, radio, documentary films, and technical and nontechnical bulletins in transmitting ideas.

She knows something of how to ascertain audience interest and to ferret out reliable, pertinent material. She can also present dry research findings entertainingly and with simplicity, clarity, and even grace. She has had wide experience in developing programs suited to the needs of the people.

The consumer is of importance in all kinds of advertising. And television programs rely on sponsor support. But the voice of the consumer is not always heard above the clamor of conflicting interests and forces. The home demonstration agent can understand the consumers' interests

and use the resources of research and education in organizing television programs.

Home economics as a profession is 80 years old. Television is new. Thus home economics has years of experience to give to television.

Business people do not always realize the abilities of a home economist. Frequently they have the notion that home economics is a sort of bookish way to cook and sew.

Home economists, too, have, perhaps, not seen the challenge of the newness and completeness of television as a means of presenting ideas. And home demonstration agents may have been so busy in their uncrowded profession to note in television the similarity in the demands on the workers in developing and presenting programs. These are mutual faults that may be overcome to the benefit of business, home economics, and the video public.

Television may well look to home economists to serve as homemaking commentators, script writers, researchers, or consultants. Their contribution may be either in front of the screen or behind the scenes.

The possible variety of television programs is too long to try to conjecture. The home economists with the "plus" of extension experience should have the peculiar abilities needed to develop the types of programs that are desirable.

As a former home demonstration agent, I feel that the homemaking lore of a whole civilization furnishes unlimited source material for video. For example:

1. Assuming that every nationality

(Continued on page 90)

Extension Service Review for May 1949

Television and the Home Economist

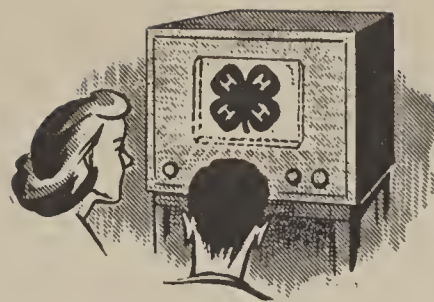
(Continued from page 77)

has customs, habits, skills, and practices worthy of imitation, a series of true-to-life programs could be developed featuring these exemplary ideas.

2. Assuming that people have a thirst for knowledge and that all the data of science, everything necessary to literary and historical scholarship, can be "served" in a way to suit the understanding of the average family, video programs may be developed accordingly.

With entertainment the chief aim, people may, through video dramatics or the light touch of the team demonstration, come to know and appreciate the arts and sciences, acquire poise, better family relationships, mental health, skills, participation in community activities, and ways of making the best use of community facilities. And the benefits to mankind, although not obviously indicated, would be none the less real.

The home demonstration agent with creative ideas and ability and willing to be an alert apprentice in video can become indispensable in the world's greatest medium of mass communication.



Georgia's 4-H Clubs *Televised*

GEORGIA'S 4-H Clubs added another distinctive honor to this year's achievement when the State Congress, meeting in Atlanta recently, became the first such 4-H meeting in the South to be televised.

Station WSB, the Atlanta Journal Station, was in charge of the television show. It was made at the banquet given for 4-H Club members each year by The Atlanta Journal, one of Atlanta's leading newspapers.

Featured in the broadcast was the presentation of awards in the 4-H Club Community Improvement Project which is sponsored by the Journal. The winning club received \$500, and other clubs won prizes amounting to \$3,000.

February 1949

Training

Let them see it

Robert Ames, county agent in Otsego County, N. Y., is a visual aids fan. For that reason he took the course at Cornell University last summer and turned in a county plan which the teacher, Don Bennett, wrote the REVIEW editor, was a good one. The following brief of his plan speaks for itself.

■ Increased use of visual aids is an important step toward improving services to more than 2,100 Otsego County farmers. First on County Agent Ames' list were more movies to develop and maintain interest at meetings. He doesn't lack opportunity here, as last year 200 meetings ranging from conferences to large demonstrations were held.

To cut costs and to get variety, he intends to contact six neighboring counties to pool an order for two or three comic films. These can be rotated as they are needed for different functions in the counties. If this doesn't work, short comic films will be rented to attract attendance. They now obtain films from the USDA, Cornell University, or commercial concerns.

Equipment needs include a case that can be carried in the automobile and will hold the following: a 50-foot electric extension cord, two screw-type electric female plugs, one screw-in chain-drawn socket, ample cloth in roll to cover six windows, thumb tacks, a few nails, small hammer, Scotch tape, small stapling machines, portable blackboard, chalk, eraser, and a pointer. "With this equipment," the county agent claims, "we can adjust room conditions to meet our needs."

Another way he has found to make the life of the agent easier is to be at the meeting early to get the movie projector set up, the sound adjusted, the screen in place, and the chairs arranged.

The county wants a movie camera to take local action and human-interest pictures, and a sound projector, which at present is rented or borrowed from local schools. They are in the midst of raising money for these items now.

"As we already have a camera, a slide projector, and a screen, we can use slides to advantage in the future without too much additional output," the county agent says.

One of the ideas he picked up from the course taught by Don Bennett at the Cornell extension summer school in July was to set up a filing system for the slides on hand. Here's how they plan to do it. The slides will be arranged in groups by subject matter such as poultry, labor-saving devices, crops, pasture, and artificial breeding of dairy cows to find out what slides are needed to complete the story. He will note these in a memo book so the pictures can be taken on farm visits.

The county agent's office already has the framework on which a heavy piece of glass can be mounted, and a viewing glass will be constructed to observe the slides for the various sets. This will also be helpful in arranging sets for future meetings and for tracing illustrations for notices of meetings, posters, or other illustrative work. The slides will be divided into two sets—master and potential—and typewritten lists of the slides now on hand arranged by subject matter will give an easy and time-saving index for selecting slides of any combination needed for a particular meeting.

More and better colored slides are a "must" in his plan. A large number of scenes will be taken so that the best pictures can be selected to show an audience. He believes that the subject-matter points can be emphasized more clearly by using several scenes. "Each picture should have one outstanding point and if something more is needed, another scene will be used to illustrate it" is his policy.

Agent Ames also thinks that using slides will be a good way to answer the questions of farmers on office visits. To do this, he will construct a small screen from wall board so that light will be excluded from two sides and the top. The back will be painted with aluminum paint and used as the screen. The stage—2 feet square—will be the right size to show pictures in the office.



"If a farmer wants to know about pasturing Sudan grass, he will be shown a slide which points out how cows should graze it when the grass is 18 inches to 2 feet tall," he explained.

As for the care of slides, they will be stored in a cabinet that is cool and dry and can be locked in the office. Most of the storage boxes for the slides will be made from cigar boxes and plywood, and one or two inexpensive boxes will be used to take the slides to meetings. A few strip films will be purchased from the USDA to fill in vacancies and to give him ideas on how to obtain the scenes locally.

Where Mr. Ames really has the chance to put his ideas to work is in the plans for the new agricultural headquarters to be built in Otsego County. He's going to suggest the following: The installation of a wiring system underneath the floor of the meeting room for the electrical connections to the sound system and a signal system so that the person doing the narrating can signal the operator of the movie and slide machines or the person putting up illustrations. Placing wires beneath the loop will eliminate the hazard of tripping on the loose ones and possible damage to the movie machine, and will tend to reduce distractions.

An electrical convenience outlet will be made in the center of the room, and a stand of proper height will be provided for the movie and slide projectors. There will also be bulletin board space for posters and at least one small inset chamber for small exhibits with a well-lighted background from above. "Although costing little, the posters and exhibits help to emphasize different points in the program.

"Still another idea is to wire a small mounted glass with a light underneath to a switch on the corner of the secretary's desk. The secretary can light

the mounted glass holder to show a series of five or six slides on timely programs when visitors call at the office."

Ames also hopes to get more local pictures in the future. What he uses are his Eastman 35 mm. with a range finder for colored pictures and an Eastman Monitor 616 for black-and-white pictures.

An old projector carrying case is being converted into a case for such equipment as cameras, filters, flash gun, and tripod. Filters and films will be held in place with elastic, and partitions will hold the rest of the equipment. The carrying case will be ready to go on farm visits; and, as the county agent says, "the next time I see Ladino clover or a ventilating system that would make the slide I want or a picture for the Farm Bureau News, or I need my flash gun, my equipment won't be back in the office."

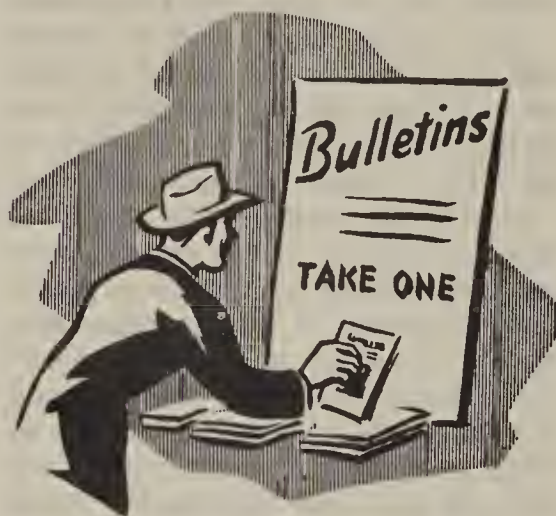
He will also take along a steel tape and a home-made coat hanger wire adapted to assist in taking close-ups. Bob's idea is that close-ups of ears of hybrid corn compared to pictures of an open-pollinated variety, of Ladino clover, bird's-foot trefoil, or of a feed cart to save labor will put points across that are difficult to explain without visual aids.

The county agent expects to enlarge some of the pictures to use on card-

board posters, especially to promote the artificial breeding of dairy cows. They will be mounted on display signs obtained free from the local drug stores and covered with white or colored paper.

This is the description of another plan on his expanded visual aids program:

"One of the large display windows in Oneonta and one in Cooperstown will be decorated to represent a person's face—two large eyes, a nose, and a mouth. Arrows on the adjacent windows pointing, with appropriate signs, will call people's attention to the eyes and mouth which will be the only places to look into the window. Fastened on the inside of the window opposite each of the eyes will be slide viewers with a scene of the project we are emphasizing. A light will be



placed in back of the viewers to provide illumination. In the mouth will be a small sign with catch lettering telling interested persons they may obtain a bulletin or leaflet on the inside of the store free of charge, explaining about the program in detail."

Posters will be made offering the "Bulletin of the Week." At first they will be placed in two local banks to see whether many bulletins are distributed this way. Arrangements will be made with the bankers to change the bulletin weekly and to see that there are ample bulletins for distribution. People who take the bulletins will have a pad to sign so that the county agent's office may get an idea on how they were used.

Hospitals in Cooperstown and Oneonta are other places where bulletins and extension materials will be made available.

To put some more of his plans into operation, the enterprising county agent in Otsego County wants to raise money for a sound movie machine, an enlarger, and a film pack camera.

So that he won't run out of ideas, Bob states he expects to keep up to date by reading magazines and books on photography and visual aids, together with the material available from the visual aids office of the New York State Extension Service and the USDA.

February - March 1948

To train livestock judges'

Pennsylvania farm boys and girls enrolled in 4-H livestock and dairy work carried on a continuing program of training in judging which many of them put to good use in 4-H Club Week contests last August and on their farms as future livestock breeders.

Eight district 1-day schools were held in as many different sections of the State. Supplementing these, practice judging contests within the counties were scheduled by the different county agricultural agents and club local leaders.

Increased interest shown by club members in this phase of their educational program reflects, State club leaders say, increasing activity in the whole 4-H program which this year has an all-time high enrollment in a number of departments, including both dairying and general livestock.

The judging schools were all on farms where boys and girls had opportunity to work on different classes of dairy animals, horses, sheep, hogs, and beef cattle.

The significance of this training, as observed by J. M. Fry, State Director of the Agricultural Extension Service, is that "it not only gives our farm boys and girls poise, experience, and confidence in handling and judging these animals, but also teaches them the types of animals most desirable to breed, what kinds to buy, and a discernment of values that means satisfaction in buying or selling."

December 1947

AUDIO-VISUAL METHODS IN TEACHING. Edgar Dale. 546 pp. The Dryden Press, New York, N. Y.

■ The last word in a textbook on audio-visual methods in teaching has just recently been released by the Dryden Press, 386 Fourth Avenue, New York, N. Y., the author of the book being Edgar Dale, professor of education, Ohio State University, Columbus, Ohio.

The text is divided into three major parts: Part I. Theory of Audio-Visual Materials; Part II. Audio-Visual Teaching Materials; Part III-A. Audio-Visual Methods Applied in the Classroom; and Part III-B. Audio-Visual Methods Applied in the School System.

We believe this text to be the most complete and up-to-date treatise on the subject, and it should prove to be a valuable reference guide to those wishing to use that most modern of all teaching media, visual aids.—*George C. Pace, Specialist in Visual Instruction.*

September 1947

■ F. H. ERNST, of the California State Extension staff, recently visited Washington while on sabbatic leave for 5 months studying how extension workers in 16 States are using visual aids and illustrative material in day field meetings and evening meetings. He has talked with visual specialists on the preparation of visual aids and how they have been standardized to make them more widely available. Packing up his family in a house trailer, they trekked across the country, keeping an accurate account of their expenses which should furnish some helpful information to agents interested in taking their sabbatic leave in this way. The best thing about the trip, reports Mr. Ernst, is the perspective of extension work gained in the different parts of the country and of the variety of agricultural problems facing the country.

December 1940

Visualization, Please!

A "Visual Aids Victory Contest" has been set up in Illinois for all county farm and home advisers to exhibit samples of their visual aids in competition with each other during the annual fall extension conference. Rules and classes were announced at the spring conference during June to give the advisers time to assemble their material and send it in to be judged before the "Visual Aids Victory Day."

Twelve different classes are open to all advisers, with three awards in each. They are: Single black-and-white picture to tell a story; a series of three black-and-white pictures; a set of 20 or more miniature color slides with explanatory narrative; single black-and-white picture taken with flash or floodlight; black-and-white movie, any size and length; color movie, any size and length; series of three

September 1942

A good meeting

The county agents in Erie County, N. Y., have some real time- and temper-saving ideas on preparing for good meetings. They have two boxes about 8 by 8 inches and long enough to accommodate a roll blackboard. In these boxes are extension cords, two kinds of electric plugs, chalk and eraser, Scotch tape, thumb tacks, hammer, screw driver, and an assortment of small nails and tacks, and of course the roll blackboard. All right there when you need them.

December 1947

Get the "low down" on visual aids

■ Indiana's extension workers bid fair to be among the "picture takers" in the land as a result of a series of four visual-education conferences held in the State during May.

Two of these conferences for northern Indiana were held at the Lake Maxinkuckee Inn at Culver; for central Indiana workers, one at the Purdue Marott Agricultural Center, Indianapolis; and the final session for southern Indiana workers at Spring Mill State Park.

The purpose of the conference series was to bring extension workers up to date on the available facilities for visual education in the local extension program and to present new ideas in the field, particularly to staff workers added recently.

Each conference opened with a review of the purpose of the meeting. During the morning session on the first day the fundamentals of operating a camera and light meter and composition of photographs was cov-

ered. This was followed by a review of what types of pictures newspapers want.

Then during the afternoon of the first day of each conference a field trip was taken to a typical farm home. The agricultural agents were in two groups and the home demonstration agents in a third, each of which was provided with a supervisor. The men were assigned problems in photographing livestock, machinery, plant specimens, and various farm operations. The home agents were given problems in interior studies, including flower, furniture, pottery, and other arrangements as well as home-making operations and other problems similar to those presented in the routine work of the extension agent.

Consideration was also given to photographing individuals and groups.

All photos were made with 35-millimeter cameras on black-and-white film which was developed and reversed for projection that night. The

problem photographs were projected during the morning program the second day. A review of light, time, camera setting, and other conditions preceded a discussion of each picture.

Other sessions included discussions on the method for mounting slides; camera and projection equipment and its maintenance; use of charts and posters; use of working models; and the types of film and filters to use. The evening session included a discussion of indoor photography and the use of artificial light. County agents were invited to bring along color slides that were made in connection with their work, and these were shown and discussed during the evening. Extension workers also were invited to bring along their camera equipment for use in making extra photos of the problem studies for later comparison.

Although a few of the agents proved to be experts with their cameras and other visual aids equipment, most of them obtained much information to take home. Some of them learned for the first time, for example, how to operate a light meter and to take an "open flash" photo with their own equipment. Many of them commented that the conference was one of the most instructive and enjoyable they had attended. They went away from the meeting with added ambition for capitalizing on visual aids in their own work.—*Francis Murray, assistant extension editor, Purdue University.*

(Left to right) O. W. Mansfield, Assistant County Agent Leader; Kathryn Gregory, Bartholomew County Home Demonstration Agent; and H. A. McCutchan, Harrison County Agent.



Extension Service Review for October 1947

Something new in visual aids

NEIL F. BLAIR, Assistant Extension Editor, Idaho

■ This mobile audio-visual unit carries sight and sound training into the far corners of Idaho and is now on its first run—a farm labor-saving tour.

The truck has projection equipment for utilization of every means of visual aid in teaching and is fitted with self-contained power-generating equipment, screens, amplifiers, and horns.

Three means of projection are possible. Projection of films, slides, sound motion pictures, and strips is possible by mirror projection to a screen mounted on top of the truck. A translucent screen mountable at the rear doors provides projection in daylight, and the use of the portable projection equipment is possible under any auditorium conditions. Two projector units are carried permitting continuous projection in the professional theater manner where such projection is desired.

A 30-watt amplification system is also mounted in the truck. This can be used in many different ways. The amplification and mixing of sound to make radio transcriptions and record sound on film are being widely used on the present tour.

It will be used as a public address system (both mobile and stationary)

for 4-H fairs, farm tours, and county fairs, mixing voice and music for fair purposes. Motion pictures can be shown in the farm home yard regardless of power supply or light conditions.

Floodlights, special demountable poles for carrying overhead cables, special measuring sticks for comparative crop-yield pictures, cables for power, microphone and horn connections, as well as the projection units themselves, are carried in specially built cabinets within the panel compartment of the truck. The seat next to the driver's seat is removable, allowing it to be turned in any direction within the unit for easy manipulation of the equipment. Facilities have been provided for additional machines and equipment as progress is made in the audio-visual fields, radio, F.M. broadcasting and television.

The portable generator which provides 3,000 watts of electric power can be operated within the truck or at a remote point. It will operate all the lighting equipment and projectors.

Motion-picture cameras in 16-millimeter size and still-picture cameras in 4 by 5 inch and 35-millimeter sizes are carried. The unit has been designed to include every possible

means of sound and sight coverage of an event.

President Dale of the university authorized construction of the unit and assigned it to the college of agriculture. Dean E. J. Iddings, director of extension, approved the initial use in conjunction with the Extension Service's farm and home labor-saving exhibit.

It was built in the university shops under the supervision and direction of Hobart Beresford, agricultural engineer, and Neil F. Blair, assistant extension editor.

February 1945

The persons shown, reading from left to right, are: Dean E. J. Iddings, director of extension; Harrison C. Dale, president of the University of Idaho, who is testing the amplifier; and Prof. Hobart Beresford, agricultural engineer, who supervised construction.



Family Food Program Through Visual Aids

HOWARD KNAUS, in Charge of Visual Aids, Minnesota Agricultural Extension Service

■ When it became evident early this spring that the family food supply must be given major emphasis by extension workers, Director Paul E. Miller of the Minnesota Agricultural Extension Service set up a group of committees to rush material to county extension workers. He appointed S. B. Cleland, farm management specialist, as general chairman to coordinate the work of committees on county organization, nutrition, vegetables and fruits, 4-H cooperation, and visual aids and information.

Quick action on all fronts of the food-for-defense program demanded that the visual aids and information offices, supervised by H. L. Harris, extension editor, play a leading role.

The word "go" was given on all requests for bulletins, folders, posters, and visual aids that furthered the food program. Each job was accorded No. 1 preference in office handling.

As the family food supply and adequate nutrition are the important goals of this vast program, the first duty was to supply basic material on both. A check of United States Department of Agriculture materials available revealed a number of useful items, including Film Strip No. 347, *Selecting Foods for Good Nutrition*. This strip, showing the effects of vitamins on rats, was immediately recommended for use in counties.

To supplement this material, we designed a set of food-value slides, using material prepared by the nutrition staff. This set is made up of Kodachromes of the common foods interspersed with black-and-white chart slides showing quantities of 9 food elements in each serving, related to the daily needs of 1 person. As no less than 27 separate foods and complete meals were thus treated, it was necessary, for production purposes, to devise an adjustable chart to photograph. This was done by making a master chart with adjustable bars and hand-lettering a significant statement for each food. This plan worked out very well, and production was materially hastened. This set of 48 slides is now available for loan or sale to county extension agents in Minnesota.

Another aid in presenting the story of good nutrition took the form of a lecture chart, presenting five leading vitamins, A, B₁, B₂, or G, C, and D, with information on effects on the body and listing of common home-grown foods which are the best sources.

In order to make these lecture charts more effective, they were backed by 50,000 4- by 6-inch "kitchen cards" bearing the same information. These vitamin cards are on light cardboard with hole punched to hang in the kitchen for reference. They were given wide

distribution at meetings, together with two folders, *Tomatoes*, *Minnesota's Health Food*, and *The Food We Eat*, which were rushed into print in April and May.

The nutrition information is being carried further by another set of Kodachrome slides on school lunches which will be ready for use this month. This series explains the value of hot lunches, methods of serving in both small and large schools, and utilization of surplus commodity and WPA garden and canning helps.

Other slide series are preaching the gospel of abundant food supplies. Available for loan to agents are *Vegetables and the Consumer*, *Raising a Garden*, and *Vegetables Everyone Can Grow*. These series are being strengthened for next year by addition of good Kodachromes taken this summer.

Forty sets of *Raising a Garden* were prepared early in May. The entire lot was snapped up by county agents 2 days after they were announced. This is another indication of the eagerness of county workers for material to help put this program across. To meet this need, the Minnesota office has adopted the practice of rushing material out to counties as quickly as possible. If necessary, the series can be improved later. The important thing now is to get the working material out at once.

Kodachrome for Defense

When the call came for full speed ahead on food for defense, it was possible in Minnesota to make use of a marked development in visual aids, especially in the use of Kodachromes. In the past 2 years, thousands of colored slides have been made available to county extension offices, and the use of Kodachromes has increased until 50 projectors are kept busy telling the extension story all over the State. With the Minnesota Extension Service, the trend in visual aids has been strongly in the direction of color. Not only are specialists carrying their colored-slide series with them on their trips about the State, but county extension agents are also acquiring projectors and cameras as regular office equipment and ordering duplicates of slide series for their own use. Some of the county extension agents have gone so far as to prepare useful series of their own.

Eighty sets of slides representing different phases of the extension program have been prepared at University Farm. The number of slides per set varies from 20 to 40. Sets are available for use of specialists and agents, with a standing invitation to county extension agents to order duplicates for their own

files. Duplicates are supplied to the agents at cost. So far, 14 counties have acquired a full set of pasture slides, 10 counties a full set of crop slides, 15 other counties a full set of farm-management slides, and 20 now have garden sets.

Subject-matter series which have been prepared represent such topics as the following: Operation of a bull association, livestock judging, sheep on Minnesota farms, raspberry culture, woodlot management, weed control, operation of the State seed testing laboratory, tree planting, pasture management and pasture grasses, Minnesota grain crops, farm-management charts, uses for a ¼-horsepower electric motor, hybrid corn, wind-erosion control, saw-mill operation in connection with farm woodlots, turkey management, vegetable market and the consumer, 4-H booths, 4-H demonstrations, hobbies, home beautification, refinishing of furniture, potato diseases, and potato production.

Projection equipment in the State office consists of 11 film-strip and slide projectors and 7 projection screens. A recent survey of camera and projection equipment available for use of agents in the counties shows 39 cameras, 46 slide projectors, 42 screens, 11 sound-movie projectors, and 9 silent-movie projectors.

One of the problems uppermost in preparing subject-matter series which tell a well-integrated and effective story has been to eliminate wasted effort and material. H. L. Harris and E. A. Hanson, chairman of a special visual-aids committee set up in the Extension Service, found out early in the organization of the visual-aids work that it is too easy for specialists to request colored pictures at random. This tendency was counteracted by insisting that each series be mapped carefully before pictures are taken. When each Kodachrome is planned to drive home an idea, the colored-slide series tells a much more effective story than is the case when pictures are picked up at random and then thrown together.

Although the spotlight is on Kodachromes at Minnesota, the visual-aids section continues its large output of lecture charts, posters, and chart material to be turned into slides and newspaper mats. A recently acquired speed graphic news camera is utilized by press, visual-aids, and bulletin sections to build up a file of pictures taken in the field.

All these facilities are now working overtime on family food and food for defense. They were important in enabling the Minnesota Agricultural Extension Service to get an early start in the program, and they are adding to the effectiveness of the program as it progresses.

EXTENSION SERVICE REVIEW FOR JULY 1941

Speaking of Pictures

JOHN M. RYAN, Extension Editor, South Dakota

■ South Dakota, in common with other States, has been attempting, through the use of motion pictures, both silent and sound, and color slides, to make extension meetings attractive enough to appeal to the sophisticated tastes of the modern farmer who whets his artistic appetite on a technicolor sound drama at the neighboring town double-feature movie house.

Earl Bales, visual education specialist, numbers among his equipment two 16-millimeter sound projectors which are kept for lending to county agents. The projectors are in active demand. Films are usually obtained from the United States Department of Agriculture and commercial organizations. The visual aid department also has a motion-picture camera which is used for taking South Dakota pictures; for, no matter how good the "canned" pictures are, the local product is always better. In addition, one agent has his own movie camera and three agents have projectors.

Raymond Lund, Pennington County, has taken about 1,400 feet of movies in the past 2 years. Of these, 300 feet are in color. The pictures cover 4-H Club activities and projects and water-conservation development in the Black Hills and their foothills. Mr. Lund's best word of advice for anyone going into the extension motion-picture business is to, first of all, buy a light meter. It will pay its cost in the film it saves.

James McGibney, Meade County, also has a word of advice for the extension worker who plans to take pictures. Jim says, "Don't bother with it unless you are going to develop and print your own pictures; it's too costly. By doing it yourself, the cost will be cut enough so that you will feel as if you can afford to take all the pictures you want." And no camera enthusiast was ever known to stop taking shots of a subject as long as he had plates left, which is as it should be. It is necessary to make a lot of chaff to get one good kernel.

The color slide has come into its own during the past several years, and there is nothing like slides to make the audience crane their necks in interest as the speaker points

out some lesson they show. Howard Schultz, Brule County, is a firm believer in the use of color slides. He has taken 270 of them during the past year.

His pictures cover 4-H Club projects, variety-demonstration plots, livestock, soil- and water-conservation practices, with a few miscellaneous farm practices thrown in to create interest. Mr. Schultz uses a 35-millimeter with an f 3.5 lens. He has discovered that Kodachrome can be wound on the spools that fit his camera in a dark room and that 38 or 39 pictures can be taken on one roll.

"My camera takes single-frame pictures, which means that I will get twice as many pictures from a roll of color film as I would if taken with a camera taking double frame," Agent Schultz explains. "In addition to that, I can use clear up to both ends of the roll. As cost is an important item because of a limited extension budget, I find this of great value. I find the single frame entirely satisfactory for my work, and I can make slides for as low as 8 cents each, including the cost of masks, film, slide glass, and cellulose tape."

This economy-minded extension worker has proved to his own satisfaction that pictures do arouse interest. At a meeting recently he used his projector to show pictures taken in a county variety-test plot. One variety, as shown by the pictures, was definitely superior to the others. Within the next few days, three farmers came to the office to inquire where they could obtain seed of this variety.

In the State office, Mr. Bales maintains a library of approximately 300 slides, both black and white and color, made up in sets to cover different extension projects. These pictures are mostly those which he has taken himself, but many have been collected from specialists and agents. Two projectors are available for lending to specialists and agents. They are seldom idle. Fifteen agents are equipped with their own film-strip projectors, many of which can also be used for slides.

Practically every agent in South Dakota has a still camera of one kind or another. Mr. Bales' services are constantly in demand to give advice in operating these cameras. A complete studio is maintained at the col-

lege where films may be developed and prints and enlargements made at nominal cost to the counties.

This picture-mindedness on the part of agents has allowed expansion into another closely related field—that of using pictures in local newspapers. The State office has equipment for molding newspaper mats from zinc halftones. The standing offer is that 2 to 20 mats of a picture will be supplied free of charge to any agent who will pay for making an engraving from the picture. The cost of the engraving is nominal, running from about \$1 for a one-column picture to about \$1.75 for the average three-column picture.

This allows the agent to place the same picture in all newspapers in his county the same day, eliminating any possible feeling that he might be playing favorites. Some agents, among them James Hopkins of Walworth County, have bought as many as five engravings of local pictures within the last year. There is not a single instance of a newspaper equipped with a casting box which has refused to use a mat of a local picture by an agent.

In addition to visual aids offered to extension agents, which have their origin in the camera, Mr. Bales' department each year makes available six small portable exhibits suitable for showing at county fairs and other similar events. These may be shown individually or in any combination. During 1940, the topics shown in these exhibits included kitchen improvement, sorghum-seed production, better sires, care of eggs, soil-conservation practices, and grasshopper control through tillage. The booths are 4 feet, 3 inches, by 6 feet. A station wagon is used to transport them.

May 1941

The Agent Gets a Camera

THOMAS E. BUCKMAN, Acting Director of Extension Service, Nevada

■ For the last 3 or 4 years, Nevada extension agents, both in agriculture and in home economics, have been struggling with range finders, flash bulbs, synchronizers, exposure meters, press special film, and other photographic paraphernalia in the attempt to tell the State's farmers and farm homemakers via picture about improved farm and farm-home practices. Picture taking has revealed itself as an important part of extension work, which, as skill in taking and utilizing photographs develops, becomes more and more valuable. Motion pictures, film strips, slides, and pictures for use in newspapers, magazines, and bulletins are now available in Nevada to greater extent than ever before and they are regarded as well worth the time and expense involved.

The first problem, of course, was to supply the extension agents, as well as some of the State staff, with adequate photographic equipment. The extension agent's camera should be substantially constructed yet compact. It is amazing the punishment a county agent's camera is required to take. It should be provided with a good carrying case, and a place in the county agent's car should be prepared for it and the other equipment which goes with it. Since thefts are not unknown, this storage place should be equipped with a lock.

Whatever camera is selected, it should have a first-class, high-speed lens, with a high-speed shutter, dependable view finder, and a range finder if possible. An f 4.5 lens is good, and, if adverse conditions are faced, the fast superpan film may be used. As to shutter, a compur ranging from 1 second up to 1-200th of a second is desirable, since it can be used with photoflash equipment and synchronizer.

The camera which best fits the use demanded of it by Nevada extension workers, is a sturdy folding camera used by newspaper men. County extension budgets, however, have not yet permitted our equipping county agents with this camera. Size 4 by 5 inches is satisfactory, as the resulting print is large enough, with good photography, for reproduction, even though a larger print is better. This camera has two shutters—focal plane and between the lens. The front lens can be used up to a speed of 1-200th of a second; if greater speed is desired, the focal plane curtain will stop anything up to 1-1000th of a second.

The county offices, however, have been equipped with used cameras of foreign make, size 9 by 12 centimeters, with f 4.5 lens, which produce equally good results. These cameras are practically as good as new and were purchased for much less than originally priced. When money is not available for new equipment, good, second-hand cameras sometimes

can be found, especially in the larger sizes, such as postcard and 9 by 12 centimeters.

Reflex cameras give the county agents an opportunity to compose better pictures, because the subject can be seen in the ground glass view finder about the size it will be in the finished picture.

Roll film is probably best for average county-agent use. The finest pictures, however, are obtained with cut film and film packs. An agent need not learn how to load the cut film holders, since the person from whom he purchases film and who develops it will be glad to do that for him.

Five Nevada county agents and one home demonstration agent are using postcard size and 3¼- by 4¼-inch roll film, folding cameras, all equipped with f 4.5 lens and compur-rapid shutters. Several of these cameras can make 1-200th of a second exposures. All can use 1-100 second exposure, which is sufficient to stop most action county agents will want to photograph. We have several cameras taking 2½- by 4¼-inch-size pictures, but with this size film it is too difficult to frame pictures in the view finder and too many of the agent's subjects are beheaded in group pictures.

For making color 2- by 2-inch slides, Nevada county agents and home demonstration agents are using several different 35 millimeter cameras equipped with f 3.5 lens. Whereas the higher priced cameras are more versatile, it is hard to see any difference between pictures of the same objects taken by the more expensive and less expensive cameras. We are not recommending 35 millimeter cameras for black and white pictures. Cameras using

at least 2¼ by 2¼ film should be used for black and white shots.

For projection of color slides, the higher watt lamps up to 300 watts are being used with the pictures thrown on a portable screen which fits easily into the back of the county agent's automobile. A new type of projector with a 150-watt lamp is being tried out; it gives just as brilliant pictures as lamps with twice as great a wattage. Unfortunately film strips cannot be used in this projector.

In the 35 millimeter cameras we use the type A film most of the time. Out of doors we put on the type A filter which makes it possible to take pictures indoors in artificial light or out of doors in the sunlight without reloading the camera with daylight film. This has been found useful in taking inside pictures for the home demonstration agents when on a trip making agricultural scenes. Using the type A film, the home demonstration agent can take a picture showing results in the home furnishing and yard improvement projects without reloading her camera.

Our experience in equipping county agents with cameras has shown that further equipment in the form of a light meter and range finder is necessary to get the best results. Improper exposure and inability to measure distances cause our agents more trouble than anything else. Accordingly, after obtaining a camera of their choice, we encourage them to purchase a light meter and learn to use it. It will give better pictures and save much film. Distance can be measured with a lens-coupled range finder if the camera can be equipped with one. If this is not possible, the distance can be determined with one of the handy, little, focusing, accessory range finders, with the split field or small, round, double image.

We have standardized on one make of light meter for both State and county offices. This makes it easier to compare notes regarding exposure or to tell a new agent how to operate the meter.

Motion pictures are almost a separate story. Nevada county agents are using motion pictures to tell the story of their work but have not progressed as far as with the still pictures. Motion pictures call for more preparation and greater cost.

Four county offices have 16-millimeter motion-picture cameras and are learning to use them. Three of these cameras have been purchased second-hand. Three offices have 16-millimeter silent projectors and three have 16-millimeter sound projectors. Local pictures taken by county agents, though not as perfect as motion pictures from the United States Department of Agriculture or elsewhere, are



just as well received, which shows there is a field for local motion pictures in the extension program.

One thing we have learned about motion pictures and silent pictures is that they are separate jobs and we do not try to take both at the same time. This is also true of color and black-and-white still pictures.

Once equipped with the means of taking a good picture, the extension agent faces the problem of learning how to use it. "Learn by doing" is a slogan we have used for years in 4-H Club work. If county agents will apply this to their photography, they will get satisfying results. Too many dust off their camera, take a few snapshots and are disappointed if they do not get pictures like those they see in some picture magazines. Practice with continuous effort for a reasonable length of time will do wonders in improving quality of your pictures.

Suggestions for equipping county offices are not complete without mentioning the instructions that come with the camera. We put these instructions as No. 1 on our reading list. Next come two good books—one that sells for only 50 cents, *How to Make Good Pictures*, and *Graphic-Graflex Photography*, which costs seven times as much and contains that much more information.

Reading and study will help a lot, but extension agents should not overlook as a source of information the local photo-supply house or photographer who sells them equipment and films and who does the finishing work. Extension agents are busy people, and a friendly photographer can be of great assistance and save the agent time and film. If such a dealer or photographer is not to be found, the agent can compare notes with his leading amateur.

December 1940

4-H Photo-History Contest

■ Back in 1935, H. M. Jones, South Dakota 4-H Club leader, knowing the interest club members had in picture taking, requested Earl Bales, visual education specialist, to lecture on photography at the State Club Week held at the college each fall. Mr. Bales spoke to 3 groups of about 25 members each.

The boys and girls were interested in the photography lectures, and the next fall the presentation was enlarged and room made for more members to attend. No formal project in photography was inaugurated at that time, but the members were requested to turn their pictures over to their county extension agent for his records.

However, interest grew by leaps and bounds, with many members photographing every changing mood of their livestock and each stage of progress of their projects. A camera seemed to be standard equipment for each club member. 4-H'ers were marching into show rings, leading their baby bees with one hand and carrying their trusty cameras with the other.

Thrifty soul that he is, Mr. Jones hated to see all of this enthusiasm and energy, to say nothing of the cost of all those pictures, go

4-H Photography . . .

was one of the features of the annual 4-H summer camp of Vigo County, Ind. The boys and girls were trained to take pictures that "tell a story." They also were taught how to adjust their cameras for the correct amount of light and how to obtain a sharp focus and the type of background to use in their pictures. This instruction was given by one of Terre Haute's leading commercial photographers, under the sponsorship of the Camera Club.

December 1940

A Photographer's Association . . .

is sponsored by the home demonstration council of Randall County, Tex. An official photographer was appointed by the council chairman when the organization started in 1937. Each club turns in a picture each month at its meetings. One enlarged picture of home life was also provided by each club for the Tri-State Fair exhibit at which time the council received a \$15 prize. More than 100 pictures have been sent to the county extension office.

December 1940

to waste. At the beginning of 1938 he announced a formal project in "Project Photo History," to be sponsored by the State club office. Prizes offered by the staff were a photo album for one boy and one girl in each county and new cameras, guaranteed "to make the best better," for the State-winning boy and girl.

The project was introduced to local leaders of clubs at a series of meetings held during the winter before the club season actively got under way. A circular giving rules and conditions of the contest, some brief and to-the-point tips on better picture-taking, and suggestions of topics which might be photographed, was distributed to club leaders to be handed out to junior knights and ladies of the lens.

Members were encouraged to take pictures at intervals during the development of the project. These pictures, to consist of not less than 6 and not more than 12, were to be pasted in an album for consideration. Mr. Bales was absent during the summer of 1938, and Jack Towers, assistant visual education specialist, prepared the suggestions and assisted in judging the albums. Through-

August 1939

Skill in Presentation Brings the Plan to Life

■ Many is the fine plan which is gathering dust in someone's files or tucked away on the library shelf, waiting for the man who can picturize and dramatize it for the common folks. The history of any important movement always shows a man who could take ideas and vitalize them for people. Often as not, these ideas were carefully worked out by scholars and philosophers who went before him, but the work of these estimable men failed to catch the imagination and were not remembered—let alone put into practice.

This job of painting the picture so that others can catch the vision is particularly the job of the extension agent. Many communities, counties, and States have, during the past few years, formulated fine plans of action for using efficiently all the resources at hand in building prosperous agriculture and abundant living for farm families. The trend of the times is shown by the many articles coming to the REVIEW on various phases of over-all planning to meet local needs or State-wide situations. Perhaps the time has come to give more thought to ways of presenting these plans effectively to farm people. C. M. Linsley, extension agronomy specialist in Illinois, draws such a conclusion from a recent study he has been making of educational work in support of the AAA program. Illustrating his point from his own experience, he says:

"If the long-time objectives of the agricultural conservation program, Soil Conservation Service and the Extension Service, and other agencies are to be reached in the near future, a much greater emphasis will need to be placed on an educational program designed to instill into our farm people a wholesome respect for the soil. We have devoted a tremendous amount of effort and money through payments of the AAA and through the technical and financial assistance of the S.C.S. in an attempt to sell a soil-conservation program. In comparison, very little effort has been devoted to giving farmers an understanding of the fundamental principles underlying the

program of these agricultural agencies."

Too often we simply call a meeting and talk. Little thought is given to the objectives of those meetings or how to prepare and present the information so that the real purpose of the meetings is accomplished, and that usually is to present certain information in an understandable and convincing manner. Of course, the pressure of work leaves little time for thoughtful preparation of any phase of the extension program. However, the logical solution to that probably is fewer meetings more effectively conducted.

"I am firmly convinced that many of the meetings that we have held in the past have accomplished very little in the way of effective teaching. I also suspect that the problem of the small attendance at farmers' meetings is partly the fault of the extension worker in that he failed to give sufficient thought to making the meetings interesting and instructive.

"The foregoing observations are made after our experience in leader-training schools during the last 2 years. The extension specialists involved in this program devoted several weeks to the educational procedure and the preparation of chart and film-strip material. About 45 charts were prepared in color for the schools during these 2 years. Charts were reworked time and again in an attempt to make them tell the story effectively. The film strip was prepared with a very definite purpose in mind, and that was to direct the thinking of these leaders toward actually putting the soil-improvement and erosion-control practices into effect on their own farms. We have had more favorable comment on this series of schools than on all the meetings on soil held during the past 10 years.

"Farmers have said that these meetings were the best they had ever attended and have asked when additional meetings would be held. Local leaders have told their neighbors about these meetings, and these neighbors have asked if they might attend future meetings. The carefully prepared charts and film strips made the difference

between an effective meeting and just another meeting."

Mr. Linsley is right. We need to place even more emphasis on developing skill in various methods of presentation and on ways of imparting this same knowledge and skill to local leaders. Among other aids which might be most helpful just now in making progress toward the goal are simple, interesting, and convincing material in the form of film strips, charts, circular letters, radio, news items, brief illustrated circulars, and posters.

With this in mind, the REVIEW this month and next specializes on articles telling how plans and objectives are being presented effectively to rural people in all parts of the country. There are many, many examples of agents who have excelled in one or more methods of presenting educational material. Some of them have consented to describe their methods and to report on the results they have achieved. In this number the emphasis is on visual aids, and next month other methods will be discussed.

J. M. Moore, whose picture appears on the cover, says that Americans are not becoming immune to meetings, demonstrations, or education, but that it does take new and vigorous ways of using old familiar devices to interest them. He recommends color slides which he has used with much success.

The South Carolina movie truck which brings the pictured story of better farming and living to many people who have never attended an extension meeting, the Texas photograph enlargements which have added pep to make meetings click, the pictures with which County Agent Daly has sold extension work to his Kansas county, and the excellent photographs which County Agent Washburn uses so effectively in his California county, all described in this number, attack the problem of visual presentation from different angles.

A wider knowledge and more skillful use of these and similar devices are essential if we are to make progress in approaching the goals of our agricultural program.

August 1939

